26TH YEAR

BROADCASTING TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION SEPTEMBER 16, 1957 35¢ PER COPY

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What's with the spectrum?

The chairman and toll tv

What they're doing at ABN

have you seen behind the cover of this presentation? It paints the true picture of **NIGHTTIME RADIO** *today.*

Get the presentation from your Petry representative. Learn all the details about the huge audiences available at low cost to the shrewd advertiser who uses **NIGHTTIME RADIO** *now.*

Radio Division

EDWARD PETRY & CO., INC.

The Original Station Representative

NEW YORK · CHICAGO · ATLANTA · BOSTON · DETROIT · LOS ANGELES · SAN FRANCISCO · ST. LOUIS

WTVR

CHANNEL 6

RICHMOND, VIRGINIA

DOMINATES

FOR 10 STRAIGHT MONTHS

THE LATEST MAY-JUNE PULSE PROVES IT AGAIN!

STATION		SHARE OF AUDIENCE
WTVR Mon.-Fri.: 6 PM-12 Mid.	=	37
STATION "B" Mon.-Fri.: 6 PM-12 Mid.	=	33
STATION "C" Mon.-Fri.: 6 PM-12 Mid.	=	30

AND WTVR HAS 5 OUT OF THE 15 TOP WEEKLY PROGRAMS
PLUS 4 OUT OF THE 10 MULTI-WEEKLY PROGRAMS

DOMINANT IN HOMES REACHED

MONTHLY, WEEKLY AND DAILY—DAY AND NIGHT
SEE NIELSEN COVERAGE SURVEY #2

DOMINATE IN RESULTS

BY CALLING ANY BLAIR TV OFFICE
OR WILBUR M. HAVENS 5-8611
WTVR—RICHMOND, VA.

WE'RE TOPS IN FLINT

Photo by Henry Ries

WJIM-TV

Michigan's Area Station . Proudly announces the inauguration of the First Local Live TV Service for the FLINT area . . . from its new FLINT studios Opening Sept. 15.

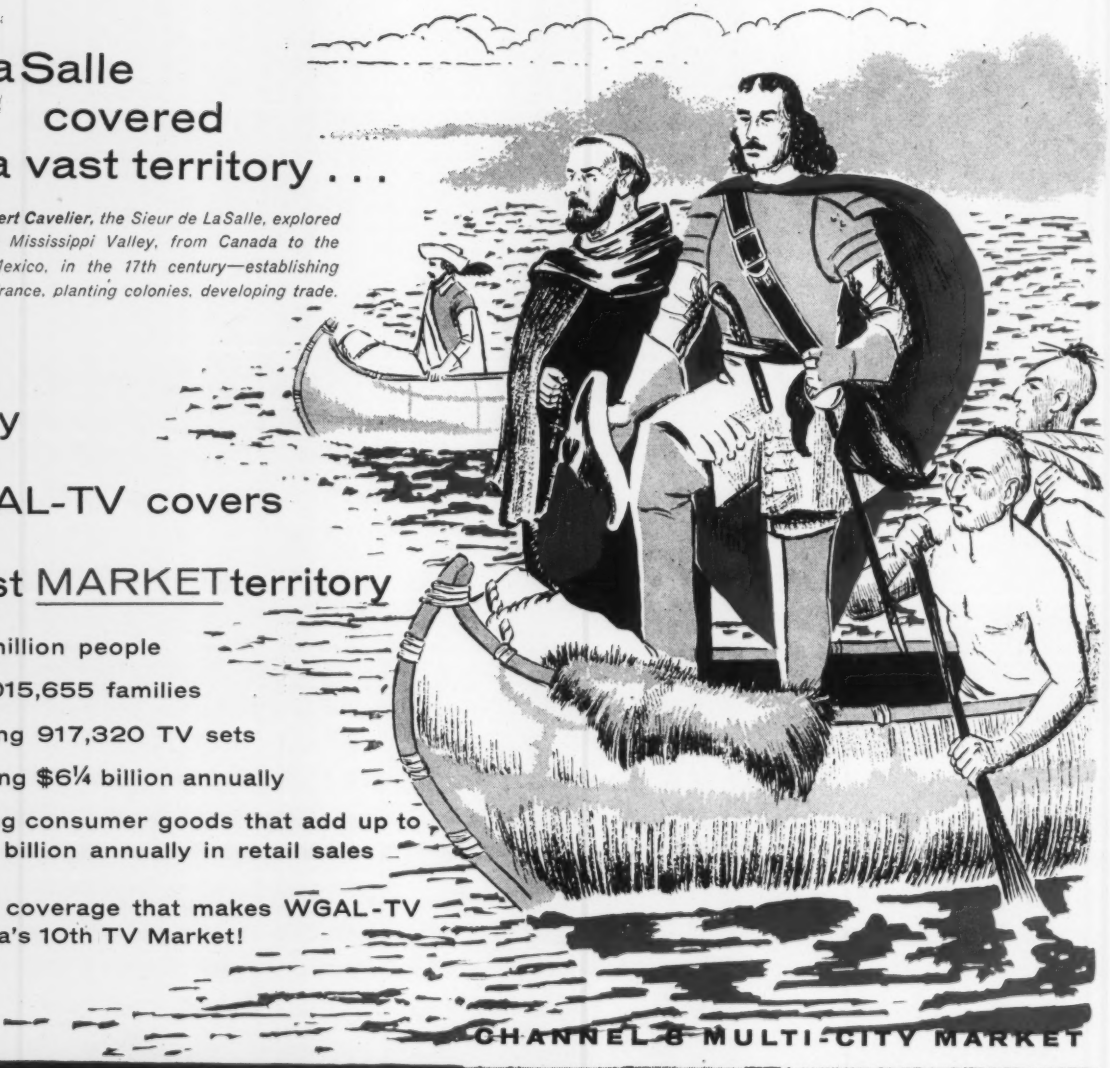
WJIM-TV now serves Lansing, FLINT and Jackson with a Dominant 100,000 watt signal from its new 1023' tower located between Lansing and FLINT.

Represented by Peters, Griffin, Woodward, Inc.

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

LaSalle covered a vast territory . . .

Rene Robert Cavelier, the Sieur de LaSalle, explored the entire Mississippi Valley, from Canada to the Gulf of Mexico, in the 17th century—establishing forts for France, planting colonies, developing trade.



today

WGAL-TV covers

a vast MARKET territory

- 3½ million people
- in 1,015,655 families
- owning 917,320 TV sets
- earning $6¼ billion annually
- buying consumer goods that add up to $3¾ billion annually in retail sales

It's the coverage that makes WGAL-TV America's 10th TV Market!

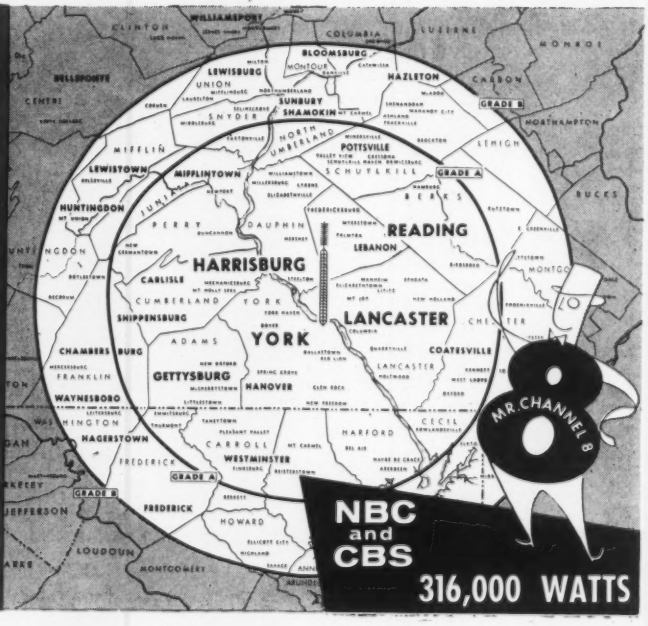
CHANNEL 8 MULTI-CITY MARKET

WGAL-TV

LANCASTER, PA.

NBC and CBS

STEINMAN STATION
Clair McCollough, Pres.



Representative: The MEEKER Company, Inc. New York • Chicago • Los Angeles • San Francisco

closed circuit

STAYING GUESTS • Two Moulder committee staff men—investigator Joseph (Pat) O'Hara and attorney Stephen J. Angland—quietly have started working at FCC. They have been ensconced in Commission Room 7408 full time, with telephones, secretary, etc. Serving as FCC liaison with probers is Charles Smoot, assistant general counsel. And, as might be expected, first FCC files asked for included these highly controversial tv cases: Miami grants to National Airlines and Cox-Knight-Trammell interests; Indianapolis grant to Crosley; Boston grant to WHDH-Herald-Traveler; St. Louis grant to CBS.

B•T

Rep. Moulder reported last week that committee members will be called back to Washington for executive meeting "in about four weeks" to appraise staff's findings and plan future courses of action. He also indicated that other meetings are likely before Congress reconvenes Jan. 7 and expressed "satisfaction" with investigation's progress, which he feels is on schedule.

B•T

DOUBLE MEANING • Settlement of RCA-Zenith $61.5 million triple damage suit (reportedly for $10-11 million) may be harbinger of approach of new philosophy in that giant enterprise's high command. It is first important corporate event since John L. Burns assumed presidency last March 1. It also comes on heels of election of two banking house representatives to board—Andre Meyer, senior partner, Lazard Freres & Co., and Paul M. Mazur, partner, Lehman Bros., both New York, along with NBC President Robert W. Sarnoff.

B•T

It's no secret that Brig. Gen. David Sarnoff, chairman of RCA and dominant figure in that corporation's development since its formation in 1919, has been engaged in running battle with Zenith's Comdr. E. F. McDonald for years. It's felt General Sarnoff never would have capitulated to out-of-court settlement in this gigantic patent case if there had been any chance of winning it. Terms of settlement won't be announced until Sept. 30 and other RCA licensees obviously are watching outcome with intense interest to determine their courses of action (story page 58).

B•T

ZIP IN ZIV • Expansion plans reported to have been approved at Ziv Television Programs, New York, with company adding sales and administrative personnel in various key markets throughout country. Thinking at Ziv tv said to be that increase in properties for current season and need to provide agencies and advertisers with more required information dictates staff enlargement in both national sales and syndication departments.

B•T

National Audience Board, which has been active for some years as critics of radio-tv programming and commercial announcements in effort to upgrade their quality, reported to be in "quiescent" stage at present. Its national president, Peter Goelet of New York, plans to visit Europe for several months and upon his return, National Audience Board may embark on "revitalization" program.

B•T

STOCK ON BLOCK? • Will networks eventually sell their stock in BMI (which cost them $72,000 and amounts to 19.2% of shares outstanding) to outside interests and in that way eliminate themselves from involvement in current ASCAP-BMI controversy? It's presumed they would, but rub is that BMI contract requires that first refusal on stock reposes in BMI.

B•T

If single entity other than BMI acquired network holdings, it probably would amount to operating control since balance of shares are held by 624 stations. BMI then would be more on order of independent copyright licensor, as private corporate entity with station members merely in capacity of individual stockholders.

B•T

ONLY ON ICE • Dismissal of so-called "Craven Plan" to drop table of assignments on tv allocations does not mean abandonment of plan by its author (story page 80). Comr. T. A. M. Craven advised FCC that he did not think it was timely to pursue plan now in light of coverage and other studies being made by TASO, organization set up cooperatively by broadcaster-manufacturer groups, and that he would propose that entire allocations policy be reconsidered when TASO reports are submitted, expected by June 30, 1958.

B•T

Craven Plan, which had been vigorously opposed by Assn. of Maximum Service Telecasters on ground it could result in degrading of tv service, would have returned allocations procedures to case-by-case rather than fixed channel location basis. Action taken is in general agreement with AMST proposal.

B•T

WHIZ KIDS • New Westinghouse team at ch. 13 WJZ-TV Baltimore (formerly WAAM [TV]) is setting staid Baltimore on its ear. Examples: Last week bakeries offered "WJZ's Baker's Dozen" to promote ch. 13, and 13 doughnuts were sent to every business establishment in town; man-on-street remotes were made daily; ch. 13 balloons and banners were afloat throughout town, with lucky balloons containing coupons entitling finder to free ice cream soda at any fountain. Station claims youngest major market staff, with average age of 33. General Manager Larry Israel is 37 and Don McGannon, president of WBC, is 36. Employes were paid off last week in silver dollars symbolizing "big change" from WAAM to WJZ-TV.

B•T

Consideration by FCC of new license renewal form, which would eliminate counting of spots and breakdown of programming by types, has been postponed once again from Sept. 19 to Oct. 1. General Counsel Warren Baker last week asked for additional time to prepare his recommendations. One proposal before FCC is that it keep hands off programming questions on ground that it would constitute censorship, and that it withdraw recognition from so-called Blue Book of 1946 which sought to establish programming as basis for issuance of licenses and renewals.

B•T

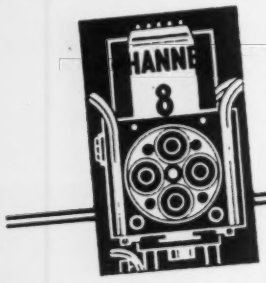
TIMES CHANGE • One of journalism's fiercest figures, late H. L. Mencken of Baltimore Sunpapers, had often berated newspapermen who went into radio and television. Last Thursday, Sigma Delta Chi professional journalism fraternity, paid him tribute by marking historic site in Baltimore. WMAR-TV, Sunpapers' station, carried half-hour live show, featuring Alistair Cooke, moderator of *Omnibus*. Chairman of SDX Committee was Marquis Childs, nationally syndicated columnist and free-lance commentator, and among those on committee was Don Martin, NARTB public relations head. All three are newspapermen "in radio and television", so fervently assailed by late "sage of Baltimore."

B•T

Three-day meeting of NBC affiliates in New York last week (see stories page 44) was so pacific that observers had to look twice to discern even a ripple. If anything could be said to represent "issue" on part of tv affiliates, it was their desire for more station-break time for local sale. There also was some complaint about too many free plugs to airlines, which NBC officials promised to try to remedy.

B•T

NEW STAND • No signatures are on contract, but deliberations reportedly underway to place Sid Caesar-Imogene Coca half-hour weekly show on ABC-TV, probably in Sunday night period at 9 p.m. Comedian had failed to obtain prime time spot on NBC-TV and similar situation exists at CBS-TV. ABC-TV, which has open Sunday night periods, feels Caesar-Coca team would be welcome addition to its schedule if suitable terms can be reached.



WHEN-TV

MEREDITH
SYRACUSE
TELEVISION CORP.

Now Operating at Maximum Power of 316,000 Watts.

101 COURT STREET, SYRACUSE 8, NEW YORK

Last month our commercial manager was caught in a mid-afternoon traffic jam and this month we start a new film series.

We think it makes sense. The traffic jam that trapped Fred Menzies was caused by the tens of thousands of workers who start for their Central New York homes at 3:30 p.m.

In fact we discovered that nearly 94% of the daily employees of General Electric, Carrier, Crucible Steel and the scores of other local industrial giants start home by 4:30 p.m.

Our new film series, "The Early Show", will be viewed from 5 until 6:30 p.m. weekdays and will present the finest feature films available. It should play to capacity adult houses.

If our viewers should be your customers call either Menzies or the Katz Agency for more details -- and you can call either one late in the afternoon. We are sure of the former and fairly certain that the latter is the exception to the 94% rule.

Cordially,

Paul Adanti

Paul Adanti
Vice President

AFFILIATED WITH BETTER HOMES AND GARDENS AND SUCCESSFUL FARMING MAGAZINES

Basic CBS

MEREDITH STATIONS

KCMO and KCMO-TV, Kansas City • KPHO and KPHO-TV, Phoenix
WOW and WOW-TV, Omaha • WHEN and WHEN-TV, Syracuse

THE WEEK IN BRIEF

LEAD STORY

Why the Spectrum Congestion?—That's what one west coast electronics trade group wants to know as it urges a sweeping study of frequency use. Simultaneously, Assn. of Maximum Service Telecasters' board votes support to probe of government use of spectrum. Page **27.**

ADVERTISERS & AGENCIES

What's on in Daytime?—Advertisers and network will spend nearly $750,000 a week on production in daytime television, a B•T study reveals. Page **30.**

From Seeds Has Grown a New Agency—Keyes, Madden & Jones Inc., New York, Chicago and Hollywood, is the greatly-expanded organization that takes over from Russell M. Seeds Co. on Oct. 1. Page **29.**

Prestone Is Pro Radio-Tv—The anti-freeze advertiser, after a broadcast buying "spree," is squeezing spot saturation in radio and a lineup of participations in network tv in a very short period of time this fall. Page **32.**

Spot Radio's Best Customers—According to SRA report on first half of '57, are food-grocery products. Page **36.**

Tv Has Automakers' Affection—But, reports Advertest in special survey for NBC-TV, the amount of money budgeted for tv is disproportionate to results. Page **28.**

NETWORKS

NBC Radio Affiliates Meet—Network officials say station clearances are main drawback to progress. Affiliates ask network to consider increasing compensation and abandoning six-second participations, among other changes, but commend NBC Radio on past year's progress. Procter & Gamble signing for return to network radio via NBC is reported. Page **44.**

NBC-TV Looks Ahead—Network plans to solve hot-weather programming dilemma by making summer a "training camp" for tryouts. Officials also report strides in past year, give plans, say they're overtaking CBS-TV lead. Page **46.**

A B•T INTERVIEW

MR. EASTMAN

ABN's Accent on Live Programming—Network President Robert Eastman, in an exclusive interview with B•T editors, explains how and why the revised program concepts are being introduced. Page **124.**

MANUFACTURING

Zenith Wins Patent Fight—Eleven-year-long treble damage suit winds up with defendants RCA, GE and Western Electric as losers. Page **58.**

TRADE ASSNS.

On the First Lap—Nation's broadcasters, NARTB members and non-members alike, meet in Schenectady, N. Y., and Cleveland as autumn series of regional meetings gets under way. Things they're worried about—pay tv, a rash of Congressional troubles, spectrum assignments, how to make another dollar. Page **86.**

OPINION

MR. RANDON

How Smaller-Budget Clients Can Use Network Tv—Lee Randon tells how Henri, Hurst & McDonald uses integrated promotion to pre-sell distributors before applying the final sell with tv. He writes in B•T's weekly MONDAY MEMO series. Page **137.**

GOVERNMENT

Toll Tv Up For FCC Action Tomorrow—And there's a virtual mandate from Chairman Doerfer to take some action "within a few weeks." Subject at tomorrow's meeting is whether Commission should issue experimental test authority on a national scale. Page **70.**

Congressional Adjournment No Comfort to FCC—Senate Small Business Committee report blasts Commission for its inactivity on daytimers' petition for longer broadcast hours and strongly recommends that request be considered immediately. Page **74.**

Craven Plan Shelved—Plan, which would have abolished tv table of allocations withdrawn by FCC pending outcome of TASO report. Comdr. Craven will renew recommendations after study is submitted, it is understood. Page **80.**

Flint Ch. 12 Proposed For WJR—FCC hearing examiner recommends grant of ch. 12 Flint, Mich., be affirmed to WJR Detroit. Page **80.**

PROGRAMMING

Radio-Tv Decency Standards Urged by Vatican—Encyclical by Pope Pius XII advocates active opposition to undesirable films and radio-tv programs. Page **52.**

FILM

Tv Games and Toys For Kids—California National Productions reveals plans to step up its merchandising activity on behalf of NBC and its syndicated film personalities and/or programs. Named: a new "products development board." Page **42.**

DEPARTMENTS

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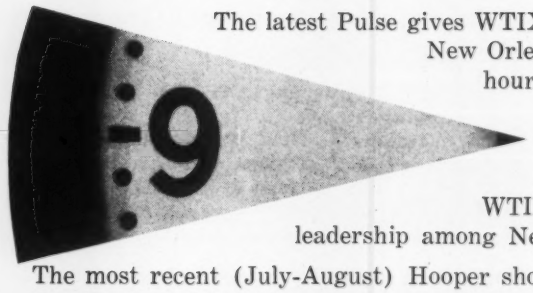
AUDITED PAID CIRCULATION ABC

BUSINESS PAPER LEADERSHIP ABP

Only 22 quarter hours don't belong to WTIX.

The other 266 do.



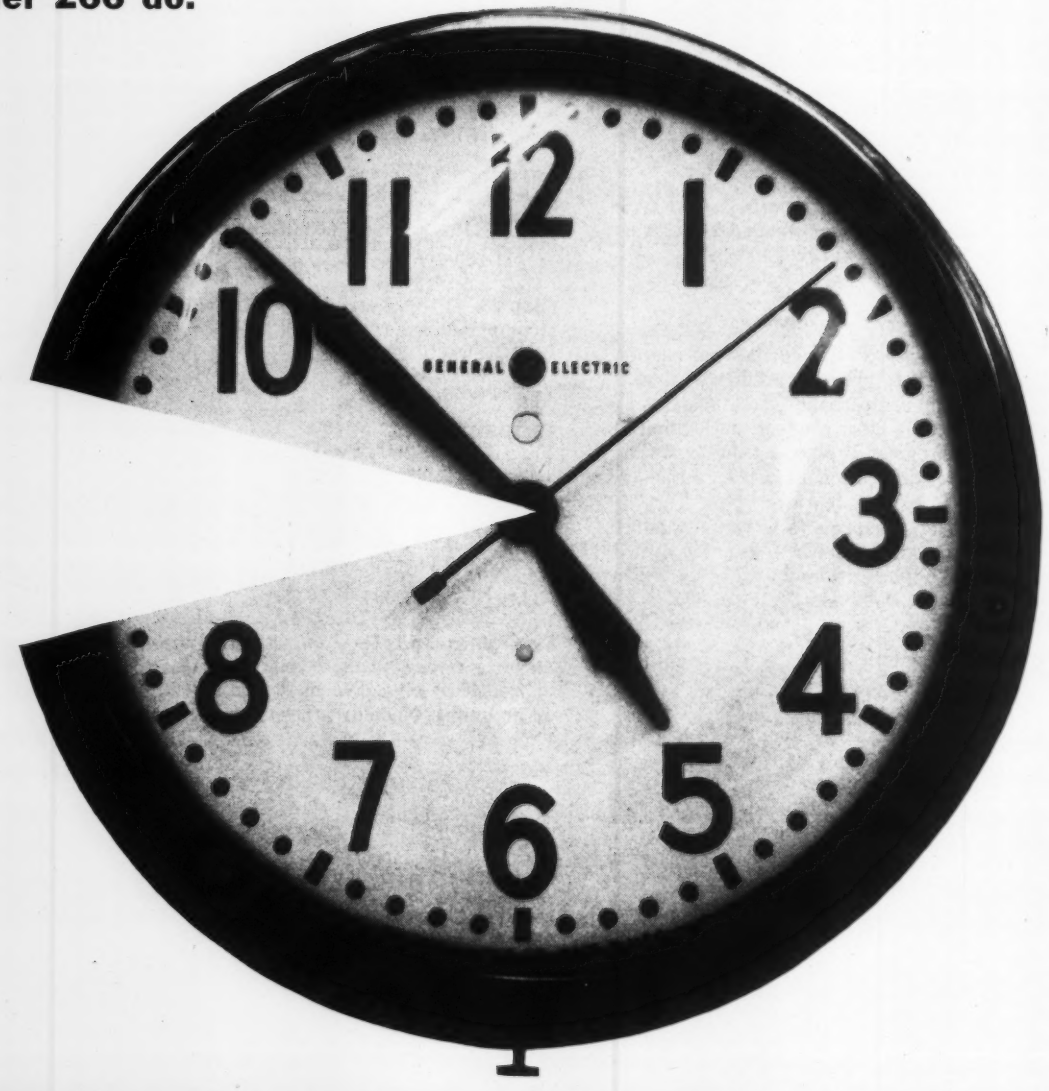
The latest Pulse gives WTIX a virtual clean-sweep of the New Orleans radio day. Of 288 quarter hours from Monday through Saturday... WTIX is first in 266.

Thus a new dimension of dominance is added to WTIX's continuing—and widening leadership among New Orleans' 11 radio stations.

The most recent (July-August) Hooper shows WTIX in first place with 23.3%—over twice the runner-up station's 11.1%.

Storz Station round-the-clock excitement and ideas have created a new New Orleans listening habit, with new time-buying habits to match. Spare the Adam Young man a little time out of your day to tell you why you get nothing but good times out of WTIX's day. Or, talk to WTIX general manager Fred Berthelson.

WTIX *first in 11-station* **NEW ORLEANS**



STORZ STATIONS

TODAY'S RADIO FOR TODAY'S SELLING

WDGY *Minneapolis St. Paul*
WHB *Kansas City*
WQAM *Miami*
REPRESENTED BY JOHN BLAIR & CO.

TODD STORZ, PRESIDENT

WTIX *New Orleans*
REPRESENTED BY ADAM YOUNG INC.

at deadline

Affiliates Commend NBC-TV For Program Plans, Cooperation

Resolution endorsing NBC-TV's program plans, commending its "extensive and effective promotion plans" and pledging "full support to NBC in accomplishing its plans and objectives to make and keep the NBC Television Network the No. 1 network in its service to the public, to advertisers, and to affiliates" was issued Friday as NBC-TV affiliates wound up three-day meeting in New York (earlier stories, page 44). Resolution, adopted "unanimously," also voiced appreciation to NBC for its "spirit of cooperation" in considering affiliate suggestions.

Affiliates also re-elected Walter Damm, WTMJ-TV Milwaukee, to chairmanship of NBC-TV affiliates executive committee, at same time re-electing three other incumbents and naming two new committeemen. Jack Harris, KPRC-TV Houston, was named vice chairman representing basic affiliates, and Harold Essex, WSJS-TV Winston-Salem, vice chairman representing optionals. Harold Stuart, KVOO-TV Tulsa, was named secretary-treasurer, and others elected were Richard O. Dunning, KHQ-TV Spokane, and Robert Ferguson, WTRF-TV Wheeling, W. Va. Newly-elected committeemen are Messrs. Harris and Stuart. Other committeemen, whose terms have another year to run, are Ewing C. Kelly, KCRA-TV Sacramento; Ralph Evans, WOC-TV Davenport, Iowa; John H. DeWitt, WSM-TV Nashville, and Joseph H. Bryant, KCBD-TV Lubbock, Tex.

Three-day meeting ended after final closed session of tv affiliates and then of executive committee, following morning session in which station officials—and agency guests—heard addresses by President Robert W. Sarnoff and Executive Vice President Robert E. Kintner, and hour-long Cellomatic presentation on NBC-TV's growth, fall programming, and outlook. Mr. Kintner explained concepts behind realignment of this year's programming, new method of scheduling special shows, and improvement in daytime programming.

Intl. Latex Not Shifting Account

Madison Ave. scuttlebutt to contrary, International Latex Corp. will not switch agencies as reiterated last Friday by departing Latex Vice President Edward D. Madden. International Latex account has been reportedly solicited by number of agencies, including one major shop formerly assigned to service part of Latex prior to realignment of accounts within Reach, McClinton Co. Agency services print media only, with Latex internally handling time-buying and production activities for firm's $20 million barter deal involving RKO Library (through C & C Television Corp.) via 100 stations.

MARTB May Protest Ban On WWJ-TV Court Shows

Protest against rejection of WWJ-TV Detroit's appeal from Michigan Bar Assn. ban on two court programs was proposed Friday at meeting of Michigan Assn. of Radio & Television Broadcasters, at Hidden Valley Lodge, Gaylord (early story, page 86). WWJ-TV appealed from opinion holding that *Traffic Court* and *Juvenile Court* violated bar's code of ethics. Station said it had requests from 3,800 viewers for continuance of programs.

Martin Giamo, WJEF Grand Rapids, was elected president of association for coming year. Other new officers: George Millar, Knorr Broadcasting Co., Dearborn, vice president; Gene Cahill, KBCK Battle Creek, secretary-treasurer and director; James Quello, WJR Detroit, and Willard Schroeder, WOOD-AM-TV Grand Rapids, both directors.

Panel on radio-tv sales problems Friday was moderated by Jack Sitta, of Michigan Spot Sales. Sterling Beeson, of Headley-Reed Co., said advent of tv has helped radio by bringing broadcast media to front in top-management thinking. Adam Young, of Adam Young Inc., suggested representatives should contribute to every phase of station thinking.

Wash. U. to Preserve CBS History

Grant of $10,000 to School of Communications, U. of Washington, for preservation of collection of historic CBS Radio broadcasts announced by CBS Foundation Inc., agency which makes educational and charitable grants on behalf of CBS Inc. and its divisions. Money will be used to transfer to tape and then to catalog some 3,452 out of 4,800 15-minute disc sides given to school by KIRO Seattle, CBS Radio affiliate.

ZENITH STOCK SURGES

Zenith Radio Corp. stock closed at 121 on New York Stock Exchange Friday, picking up 12 points since Sept. 6 (Friday) and six points since last Monday when announcement was made that Zenith had obtained out-of-court settlement of its $61.7 million suit against RCA (story, page 58). Stock opened at 109 and closed at 115 on Monday, climbed to 113¾ Tuesday, 117 Wednesday and 120 Thursday. Zenith stock has fluctuated from in 90's in early part of year, rose to 124 in mid-July when reports of imminent pay television circulated and hovered around 106-110 in recent weeks.

• BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 28.

NEW PLYMOUTH SPOTS • Chrysler Corp. (Plymouth Div.), which maintains steady 52-week spot radio effort in metropolitan markets, understood to be expanding its lineup to 50-60 stations in mid-October to introduce new car models and continue campaign through end of year in added cities. Agency: N. W. Ayer & Son, N. Y.

HITS 100 MARKETS • Whitehall Pharmacal Co. (Anacin), N. Y., placing heavy radio and television spot schedule starting this month in over 100 markets. Radio is for 26 weeks and placed through John F. Murray Adv., while tv schedule runs for 52 weeks, placed by Ted Bates Inc., N. Y.

PHARMACO PLANS • Pharmaco Inc. (Feen-A-Mint, Chooz), Newark, N. J., reported to be beginning 13-week spot tv campaign in late September in about 20 markets, using both daytime and nighttime periods and one-minute announcements and station breaks. Agency: Doherty, Clifford, Steers & Shenfield, N. Y.

RADIO FOR RADIO • General Electric, Schenectady, N. Y., for its radio sets, through Maxon Inc., N. Y., planning radio spot schedule to start sometime in November in seven major markets.

K&E LIKELY FOR NOD • A. S. R. Products Corp. (razors, blades) N. Y., with advertising budget approximately $2.5 million, expected to appoint Kenyon & Eckhardt, N. Y., as agency shortly. McCann-Erickson had agreed to end its relationship with firm last month, and BBDO, which handles another portion of account, reportedly had been notified that they had lost it. Neither K&E or A. S. R. Products would confirm or deny approaching appointment.

'Jury Is Still Out'—Treyz

Answering NBC-TV presentation showing ABC-TV to rank well below other tv networks at close of 1956-57 season in June (story page 46), Oliver Treyz, ABC vice president in charge of tv, issued this statement late Friday:

"We're not interested in arguing with NBC whether they or we rank No. 2 in June of 1957. The same analysis that NBC applied to June shows ABC even with NBC as of August. The key fact is that the public is the jury and the 1957-58 jury is still out."

at deadline

WLWI (TV) Start Stymied By FCC Inaction on Petition

Scheduled Sept. 15 start of ch. 13 WLWI (TV) Indianapolis, Ind., was postponed suddenly when owner Crosley Broadcasting Corp. announced that FCC has not yet approved petition for modification of grant to specify new equipment. Announcement, issued Thursday, stated station would go on air as soon as approval is given.

Back of Crosley's inability to begin Indianapolis operation was FCC 3-3 split at last Wednesday's meeting on what is usually routine approval of changes in antenna and transmitter types, requested by Crosley because former types no longer are available. Voting against approval of new equipment types were Comrs. Hyde, Bartley and Lee. Grant last March to Crosley in hard-fought ch. 13 battle was by 4 to 3 vote, but that was when George C. McConnaughey was chairman. New Comr. Ford may or may not qualify to participate since he was chief of FCC Hearing Division when highly controversial case was heard.

Comr. Craven's participation is problematic also since he was not FCC member when case was heard and previously had represented one of applicants. In past fortnight U. S. Court of Appeals declined to stay authorization to Crosley, but has yet to decide case on merits. Unsuccessful applicants are WIRE and WIBC, both Indianapolis, and Mid-West Tv Corp.

CBS Radio Sets Record In Aug. 12-Sept. 8 Period

Record "monthly" sales high of $8.8 million reported Friday by CBS Radio for period Aug. 12-Sept. 8, setting second consecutive new mark in decade of radio network's history. Previous month-period high was $6.5 million. John Karol, vice president in charge of network sales for CBS Radio, said Monday-through-Friday daytime availabilities are 80% sold out. He said "Impact" segments on evenings and weekends have grossed more than $2.5 million since introduction March 10.

Mr. Karol noted new record "clearly shows network radio's growing role in the economy of advertising." Upswing, he said, "reflects the adjusted thinking of advertisers during a year of business in transition."

Nixon Cites Tv's Growth

Incredible growth of tv industry and its influence on daily living "is irrefutable proof of its wholehearted acceptance by the American people," Vice President Richard M. Nixon said Friday in National Television Week message to President Harold E. Fellows of NARTB. He predicted next 10 years will bring international telecasting on wide scale "and should contribute in a very positive way to world peace."

Three Am Stations Sold: WROM-TV Receives Overtures

Three sales reported Friday, and another acknowledged to be in negotiation:

• WVDA Boston, Mass., sold by Vic Diehm and associates to Charles Sawyer, former Secretary of Commerce under President Truman, for $252,500 in cash and $206,000 in payment of stockholders' notes and assumption of other obligations [CLOSED CIRCUIT, Sept. 2]. Mr. Sawyer owns WING Dayton, WCOL Columbus, and WIZE Springfield, all Ohio, and WKLO-AM-TV Louisville, Ky. WVDA is ABC, 5 kw outlet on 1260 kc. R. C. Crisler Co. handled sale.

• WCHI Chillicothe, Ohio, sold by Norman Glenn to Joseph H. McGillvra, retired head of station representative firm bearing his name, for $78,450, including assumption of obligations. Mr. McGillvra owns WBIW Bedford, Ind. WCHI is 500 w daytimer on 1350 kc. Transaction handled by Allen Kander & Co.

• WRKE Roanoke, Va., sold by Elmore and Reba Heins to Sherwood J. Tarlow, Allan W. Roberts, Dr. Bertram Roberts and Joseph Kruger for $75,000. Buyers own WARE Ware, Mass. Mr. Tarlow also has major interests in WHIL Medford, Mass., and WLOB Portland and WGUY Bangor, both Maine. WRKE is 1 kw daytimer on 910 kc. Blackburn & Co. handled sale.

• Negotiations acknowledged underway between owners of ch. 9 WROM-TV Chattanooga, Tenn.-Rome, Ga., and Martin Theatres of Georgia. C. L. Patrick, secretary-treasurer of theatre company, said talks are underway but had not been closed. WROM-TV owned by Dean Covington and associates. Martin Theatres owns ch. 28 WTVM (TV) Columbus, Ga.

FINDS TOO MUCH BIND

Complaint of the week from a top Chicago agency media executive: "Network television policies, practices and rates have simply made the initiation fee and monthly dues a little too inflexible and a little too steep for the hundreds of product budgets and objectives which network television must attract before growing pains (of many clients) become unbearable." One of his major proposals: "Make network television more practical for single product use instead of forcing advertisers and agencies to stretch the marketing and advertising strategies to include two or three products in order to use network tv. Other suggestion: increase annual discounts for 52-week advertisers, decrease them for single commercial sponsors; install new category for every third week berth.

FCC Won't Stay Tv Grants In Miami, Seattle, Ephrata

FCC turned down petitions in three cases all seeking to upset tv grants. Announced Friday were following actions:

• Denied request by KVI Seattle, Wash., to stay and reopen July 25 grant of Seattle ch. 7 to KIRO, same city. Commission granted portion of pleading requesting incorporation in grant order of specific rulings on exceptions filed. Comr. Hyde dissented; Comr. Lee dissented and voted to grant stay and reopen record. Similar attack on grant by KXA Seattle is pending.

• Denied petitions by WKAT Miami Beach, Fla.; L. B. Wilson Co. (WCKY Cincinnati, Ohio) and North Dade Video Inc., all unsuccessful applicants in fight for Miami ch. 7, and by ch. 17 WITV (TV) Fort Lauderdale, Fla., against Feb. 7 grant of Miami ch. 7 to Public Service Television Inc. (now WPST-TV). Comrs. Hyde and Bartley dissented; Comr. Craven abstained.

• Denied petition for reconsideration of Oct. 17, 1956, decision affirming 1955 grant of ch. 43 Ephrata, Wash., to Basin Tv Co. (now KBAS-TV) filed by KSEM Moses Lake, Wash. Comr. Bartley abstained.

FCC Takes Back Two V Permits; Third V Deleted at Own Request

In what may be an FCC "get tough" policy on tv construction permit holders who fail to build, Commission Friday deleted vhf permits of O. L. Nelms in Flagstaff, Ariz., and Alpine, Tex. Last July Commission told Mr. Nelms to inform it within 20 days of plans to construct ch. 9 KLOF-TV Flagstaff and ch. 12 KAMT-TV Alpine. Inasmuch as ultimatum went unanswered, cp's of two stations were canceled, Commission said.

Third vhf, ch. 6 KSEI-TV Pocatello, Idaho, was deleted Friday at request of permittee. Henry H. Fletcher, minority stockholder of KSEI-AM-TV, who is seeking FCC approval to purchase majority interest held by Florence M. Gardner, said new corporation would be financially unable to construct and operate tv station. Transfer of control of am outlet remains pending.

With Friday actions, there now have been 38 vhfs deleted since 1952, 151 u's.

Sunshine Makes Network Tv Entry

Sunshine Biscuits Inc. (Krispy, Hi-Ho and Hydrox crackers), Long Island City, N. Y., heavy spot tv advertiser, is shifting some of its weight (an estimated $400,000) into network tv. Advertiser is announcing today (Mon.) it is entering network tv for first time as alternating sponsor of two CBS-TV daytime programs, *Beat The Clock* (sponsorship to start Sept. 19) and *Garry Moore Show* (effective Sept. 20). Buys are for 13 weeks and will be supplemented with some spot and program activity. Among half-hour syndicated programs Sunshine will retain in selected markets are *Highway Patrol* and *Code 3*.

Cunningham & Walsh, New York, placed Sunshine business, making this second C&W client to enter network tv this season (other advertiser is The Texas Co., N. Y., which is buying specials on NBC-TV).

Products advertised on WJR appeal to the "carriage trade"

It figures. The people with the most money buy the most things. And they're the best kind to reach if you're selling something. If you're selling in the rich Detroit-Great Lakes area, it figures that you'll use WJR as your advertising medium.

According to the Bureau of Census the 30-and-over age group controls 81% of the buying power. According to a survey by Alfred Politz, Inc., WJR has more listeners in this select group than the next six Detroit stations combined. This group not only listens to WJR regularly, but they buy the products advertised on WJR regularly.

In case you're wondering, WJR also has more listeners in the 29-and-under age group than the next two Detroit stations combined. So whether your client sells food, automobiles, cigarettes, soft drinks, or bubble gum—he'll do a better job on WJR.

Contact your nearest Henry I. Christal representative. He's got all the facts on how much more WJR can do for you and your client's product.

The Great Voice of the Great Lakes

WJR *Detroit*
50,000 Watts *CBS Radio Network*
35 years of service

WJR's primary coverage area —over 17,000,000 people

DOMI

Tampa - St. Petersburg

Now 10th in retail sales per capita

—as stated by U.S. Department of Commerce!

Dominated by WTVT

—ask your Katz representative for the latest ARB!

34th in Total Retail Sales
(Up from 36th previous year)

39th in Food Store Sales
(Up from 44th previous year)

31st in Drug Store Sales
(Up from 33rd previous year)

NATE

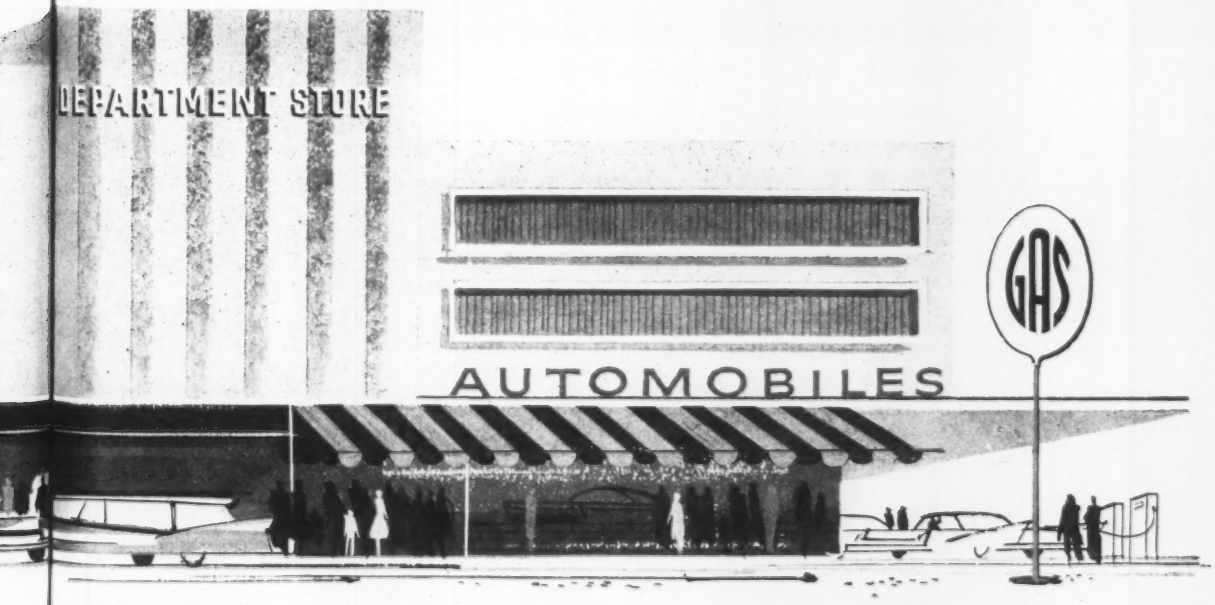
g... twin cities of the South

WTVT

TAMPA - ST. PETERSBURG

CBS Channel 13

The WKY Television System, Inc.
WKY and WKY-TV Oklahoma City
WSFA-TV Montgomery
Represented by the Katz Agency



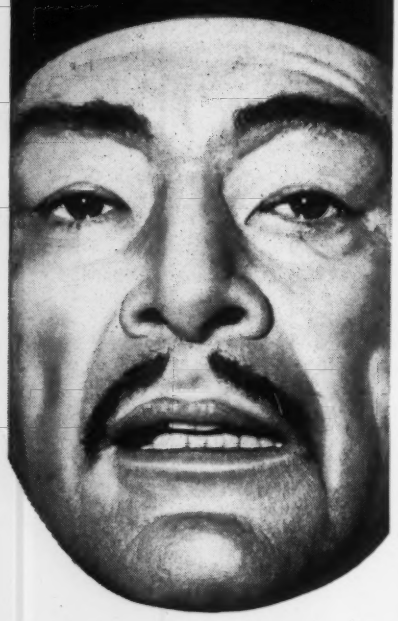
33rd in General Merchandise Sales (Up from 37th previous year)

29th in Automotive Sales (Up from 34th previous year)

35th in Service Station Sales (Up from 39th previous year)

(Source: Sales Management Survey of Buying Power, 1956 & 1957)

NEW
CHARLIE CHAN SELLS!



78 markets snapped up in first six weeks! Coca-Cola in Atlanta! NBC O-&-O in Los Angeles! Dixie Beer! Bowman Biscuit! Prescription 1500 in 10 markets! J. Carrol Naish, the NEW Charlie Chan, "the best ever to do the role." See it today, and you'll have to agree the new CHARLIE CHAN sells!

tpa

Hurry! Markets are being reserved today! Wire or phone for private screening!

Television Programs of America, Inc.
488 Madison Ave., N. Y. 22 • PLaza 5-2100

MISS AMERICA PAGEANT

CBS-TV's telecast of the 36th Miss America finals well could have been the envy of amateur impressario Ted Mack. In the spectacle from Atlantic City's Convention Hall, talent triumphed, for a change, over mere glamor. The show was a technical and programming success.

Turns by the ten semifinalists (instrument playing, singing, dancing, monologues) provided good camera fare. When the ten had been narrowed to five, they were subjected to questions on such topics as Bermuda shorts, man's role in the home, the folks back home and the world's greatest invention. Their answers — sometimes vague, sometimes calculating—were not the least appealing part of the 90-minute show. Commenting on male prerogatives in proposing marriage and running a home, the triumphant Miss Colorado (Marilyn Elaine Derbur) gave an answer obviously not lost on male judges.

Except for a brief picture loss in the opening half-hour, the show was technically flawless. Commercials were catchy and effective, both the jingle presentations and those handled by former Miss America queens. Only one hitch developed, when a stagehand wandered in front of a slickly displayed Philco console tv set.

Viewers might — and inevitably do — quibble with the judges' choice for the Miss America crown. But they would be hard put to find fault with CBS-TV's coverage of the event. The network, by doing a workmanlike, un-gimmicked job, avoided the pitfalls of many Emmys and Academy Awards fiascos.

Production costs: $80,000.

Sponsored by the Philco Corp., through BBDO Inc., on CBS-TV, Sat., Sept. 7, 10:30 p.m.-midnight, EDT, from Convention Hall in Atlantic City, N. J.
Producer: Paul Levitan, CBS Television special events director.
Director: Vern Diamond.
Special material by Harve Fischman.
Hosts: Doug Edwards and Bess Myerson, with Bert Parks as on-stage emcee.
Pageant stage director: George Buzby.
Newsfilm producer-supervisor: Harrison Starr.
Technical directors: Vern Cheesman, Lou Tedesco.
Lighting director: Gil De'Stefano.

THE NIGHT AMERICA TREMBLED

Next to an old joke, there is nothing quite so dull as a twice-played hoax. This is especially so if the hoax initially was executed with finesse, subtlety and brilliancy and is repeated before a pre-conditioned audience that is never called on to use its imagination. This, in short, is the case against CBS-TV's attempt last Monday night to ressurect on television the story of that memorable Halloween prank by Orson Welles and his Mercury Players 19 years ago.

The "joke" was on Mr. Welles. He and associates had played a shocking score on the nerves of the American public and since then, the CBS Radio version of H. G. Wells' *War of The Worlds* has not been a fit topic for discussion at CBS headquarters.

Inside an hour, the Mercury Theatre of the Air, using the provocative facilities of CBS, triggered a national wave of mass hysteria and precipitated a lot of New Jersey-

COLORCASTING

The Next 10 Days
Of Network Color Shows
(All Times EDT)

CBS-TV

Sept. 18, 25 (8-9 p.m.) *The Big Record,* Pillsbury through Leo Burnett, Kellogg through Leo Burnett, Armour through Foote, Cone & Belding and Oldsmobile through D. P. Brother.

NBC-TV

Sept. 16-20, 23-25 (1:30-2:30 p.m.) *Club 60,* participating sponsors.

Sept. 16-20, 23-25 (3-4 p.m.) *Matinee Theatre,* participating sponsors.

Sept. 16 (7:30-8 p.m.) *Adventures of Sir Lancelot,* sustaining.

Sept. 16 (9:30-10 p.m.) *Arthur Murray Party,* Bristol-Myers through Young & Rubicam.

Sept. 18, 25 (9-10 p.m.) *Kraft Television Theatre,* Kraft Foods Co. through J. Walter Thompson Co.

Sept. 19 (7:30-8 p.m.) *Tic Tac Dough,* Warner-Lambert through Sullivan, Stauffer, Colwell & Bayles.

Sept. 19 (10-11 p.m.) *Texaco Command Performance,* Texas Co. through Kudner.

Sept. 21 (8-9 p.m.) *Perry Como Show,* participating sponsors.

Sept. 21 (10:30-11 p.m.) *Your Hit Parade,* American Tobacco through BBDO.

Sept. 22 (4-5 p.m.) *Maurice Chevalier's Paris,* sustaining.

Sept. 22 (5-5:30 p.m.) *Navy Men,* sustaining.

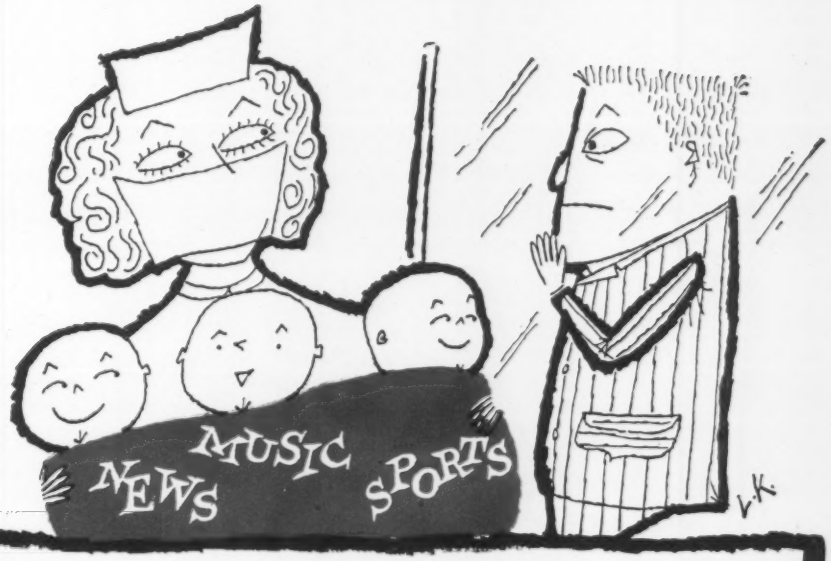
Sept. 22 (6:30-7 p.m.) *My Friend Flicka,* sustaining.

Sept. 22 (9-10 p.m.) *Alcoa Hour,* Aluminum Co. of America through Fuller & Smith & Ross.

Sept. 23 (7:30-8 p.m.) *The Price Is Right,* Speidel through Norman, Craig & Kummel.

Sept. 23 (9:30-10:30 p.m.) *Eleven Against the Ice,* sustaining.

Sept. 24 (8-9 p.m.) *George Gobel Show,* RCA-Whirlpool through Kenyon & Eckhardt.



memo the new

FROM: MUTUAL BROADCASTING SYSTEM, INC.

TO: Advertisers and their Agencies

...we've got news for you

In fact, we've got it every half hour on 400 MUTUAL stations that blanket the nation, bringing the up-to-the-minute news, sports and music to millions of Americans everywhere.

This "news" pattern for action at MUTUAL—the greatest advertising buy in the history of radio—is available to you.

Yes, for as little as $500 per news program, your sales message reaches millions of listeners in more than 400 markets from New York to Los Angeles—from Detroit to New Orleans. This nationwide network audience is now yours—at home and on the road—at the lowest cost ever.

This is the "news" look at MUTUAL—giving America more news and giving you a bigger market for your products.

Some of the nation's top newscasters are ready to help you reach this audience and sell your goods.

HERE ARE SOME OF THE TOP NEWSCASTERS READY TO "SELL" FOR YOU:

Fulton Lewis Jr.
Robert F. Hurleigh
Westbrook Van Voorhis
Bill Cunningham
Gabriel Heatter
John B. Kennedy
Cedric Foster
John Wingate

SPORTSCASTERS

Bill Stern
Frankie Frisch
Harry Wismer
Art Gleeson

TO THE BIG THREE— NEWS, SPORTS and MUSIC—add flexibility of advertising, saturation impact and unmatched low cost.

TRY US—YOU'LL SAY THE PLEASURE IS MUTUAL!

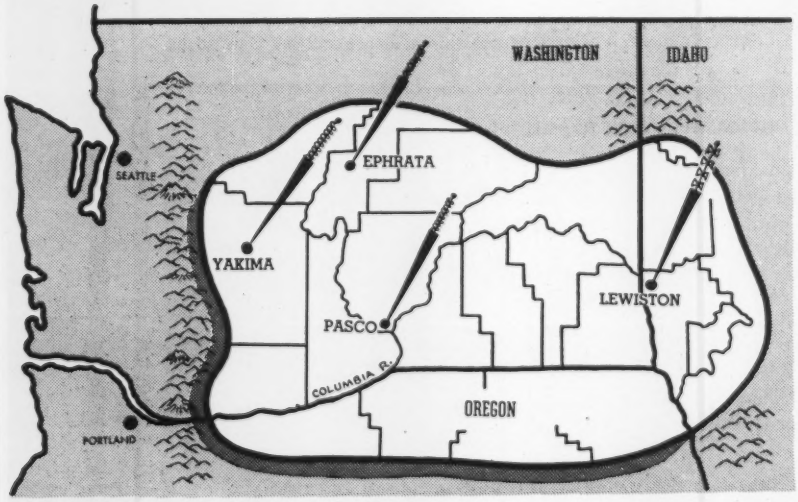
Join these advertisers now on MUTUAL:

GENERAL MOTORS • R. J. REYNOLDS TOBACCO CO. • KRAFT • CHRYSLER LIGGETT & MEYERS • EX-LAX • READERS DIGEST • QUAKER STATE MOTOR OIL PONTIAC • EQUITABLE LIFE ASSURANCE SOCIETY • HUDSON VITAMIN CORP. SLEEP-EZE CO. • RHODES PHARMACAL CO. • BELTONE HEARING AID CO. • PHARMACRAFT • CONSUMER DRUG CORP.

mutual BROADCASTING SYSTEM, INC.

Why, Oh Why, Smidley!

I've searched high and low and still no Cascade order here. Just don't feel we could use one of the nation's largest television markets, eh, Smidley? Why in 20 years, this Cascade market has gained *millions* of acres of new farms, *billions* of dollars in new industry and *thousands* of new families. And still, Cascade Television alone serves the entire region. The biggest single buy in the West and you missed it again, Smidley. For shame, Smidley!



CASCADE
BROADCASTING COMPANY

abc CBS NBC

NATIONAL REP.: WEED TELEVISION

PACIFIC NORTHWEST: MOORE & ASSOCIATES

ites into behaving like freightened sheep. It consequently brought down on CBS $750,000 worth of damage suits [B•T, Nov. 17, 1938], but had one beneficial effect: it made broadcasters more aware of their responsibilities in the field of news and gave birth to some set policies.

Mr. Welles and friends in 1938 played to a less sophisticated America, steeped in isolationism. His listeners were, as Mr. Welles later told reporters, "ripe for the plucking." The 1957 viewer, on the other hand, as narrator Ed Murrow pointed out, is much more blase.

This is not to say last week's presentation was boring. Nelson Bond's script was well put together and the overall execution was creditable. The obvious flaw was in taking a radio story—a classic of its time—and setting it to sight.

Persons familiar with CBS sensitivity on the subject must have been impressed that the network reopened the case of Orson Welles v. The People of the U. S. For almost two decades, the network chose to quietly forget that this nightmare ever happened. And while last Monday's *Studio One* premiere failed to "rehabilitate" Mr. Welles himself (see box below) the persons connected with this enterprise are to be saluted for getting the new season underway with some unique, thought-provoking material.

Production costs: $60,000.
Sponsored by Westinghouse Electric Corp. through McCann-Erickson, CBS-TV, Mon., Sept. 9, 10-11 p.m. EDT.
Writer: Nelson Bond
Stars: Edward R. Murrow, Alexander Scourby
Producer: Gordon Duff
Director: Tom Donovan

WHERE WAS ORSON

At mid-week an explanation was issued by CBS on Orson. Mr. Welles' absence from *Studio One* last Monday: It was of his own volition. Last July when CBS Producer Gordon Duff first got the script of "The Night America Trembled," his office approached Mr. Welles and asked him to (a) portray himself as "the producer," (b) appear on the show as a guest to recall his own experiences that famous Hallowe'en. Mr. Welles, noted CBS, "was mildly interested . . . and asked to see the script." After receiving the script, Mr. Welles reportedly "lapsed into total silence." Somewhat later, a concerned CBS tried to contact Mr. Welles through his attorneys, and again, "the answer was silence." (By this time, a *Studio One* official recalled last week, the actor-producer—"A peripatetic type"—had "vanished into thin air." Thereupon, CBS legal department sought from his attorneys a clearance to use the name of Orson Welles, since the name could not be used without the owner's permission. Thus, when Mr. Welles' counsel again failed to communicate with the network, CBS dropped his name altogether.

if you buy.....

you should buy

WPEN

in philadelphia

most radio advertisers do!

PHILADELPHIA'S GREAT STATION WPEN

REPRESENTED NATIONALLY BY GILL PERNA, INC. *New York, Chicago, Los Angeles, San Francisco, Boston*

1957 PULSE PROVES WPTF is

A Better Buy Than Ever!

1. First in every period measured

2. Over six times the night audience and almost six times the audience during most of the day than next nearest station.

3. Two and one-half times the morning audience and over three times the afternoon and night audience than a 10-station local network.

Share of Audience
Monday through Friday

	6 a.m.-6 p.m.	6 p.m.-Midnight
WPTF	35.4	39
Station B	6.1	6
Station C	5.2	5
Local Net	12.6	11
All Others*	40.7	39

*None of which has more than 4% share

Tune-in: Morning, 25.2; Afternoon, 26.5; Night, 25.7

*Source: Standard Rate and Data

WPTF

50,000 WATTS 680 KC

NBC Affiliate for Raleigh-Durham and Eastern North Carolina

R. H. Mason, General Manager

Gus Youngstedt, Sales Manager

PETERS, GRIFFIN, WOODWARD, INC.
National Representatives

You Can Expect That Old Refrain

EDITOR:

There'll be a lot of hedging in Boston in the near future regarding the ability of the broadcast media to keep the customers coming during a newspaper strike.

B•T's coverage of the Boston newspaper strike situation [B•T, Sept. 2] was, as usual, excellent. Reading between the lines you can see what's coming next.

When the "heavy newspaper space users" can't buy space, they're more than happy to buy up all the radio and television in sight. After it's all over we get quotes like this:

"Business was better than ever, but probably not as good as it would have been with newspapers" or "Of course, radio helped, but possibly it was more word of mouth that did the trick."

The next time a newspaper strike hits a town, let every station in the area offer increased schedules to their present advertisers only. The stores who are normally newspaper-only advertisers would thus have no outlet for their sales promotion.

Then measure the sales results.

Lloyd B. Gibson
Rochester, N. Y.

He Liked The Tune

EDITOR:

Congratulations on your outstanding editorial on the BMI-ASCAP fracas [B•T, Sept. 9]. You have done the industry a tremendous service. For the first time people in our industry have an opportunity to learn what the shooting is all about. With these facts at long last BMI is presented in the proper focus as a most essential part of our industry.

J. Leonard Reinsch
Managing Director
WSB-AM-TV Atlanta, Ga.

More Copies, Please

EDITOR:

REQUEST 35 COPIES OF ISSUE WITH BARTLESVILLE TELEMOVIE STORY [B•T, Sept. 9]. THERE ARE MANY INTERESTED LOCAL PARTIES. OUR VERY SPECIAL COMPLIMENTS FOR A VERY EXCELLENT JOB.

Phil Hays
Bartlesville Manager, Video Independent Theatres Inc.
Bartlesville, Okla.

[EDITOR'S NOTE—Copies are enroute.]

Another Against Automation

EDITOR:

"Robots Won't Replace Engineers" [OPEN MIKE, Sept. 2] is the first that I have seen in defense of the engineer and has my full endorsement.

I have been in the broadcasting business as an engineer for 23 years and have seen the position of the engineer gradually decline to what it is today. I think the majority of broadcast station owners feel that the engineer is a "necessary evil" to be eliminated entirely just as soon as they can gang up on the FCC to release them from such responsibility.

Since radio is on its way back up the financial ladder, remote control of all grades of stations should be discontinued in favor of human beings who pay taxes and contribute something to the betterment of their communities. I have never seen a "robot" device that would do this.

George Leigh
Omaha, Neb.

Promises No Congestion

EDITOR:

You never know how far the ripples go; the attached illustration, a rubber stamp, will go on all of our availabilities and be the

GUARANTEED SEPARATION

All Announcements Will Be Separated From . . .

1. All other commercial announcements by time for one *complete* musical selection.*
2. All competitive announcements by at least 15 minutes.

*Except 10 second, quarter-hourly time signals.

theme of a trade journal series starting in a week or so.

It was your editorial on overcrowding [B•T, May 27] which inspired this move. It was certainly timely, though it indicated that the writer didn't realize the extent to which broadcasters are grabbing for one more buck. In most cities . . . you can hear 15 to 20 commercials in any popular half hour on most stations . . . double, triple, or quadruple spotting seem to be the rule rather than the exception.

I don't know how many advertisers will "put their money where their mouths are," but since we never had it so good (and without double, triple or quadruple spotting) we decided that in our small way, we'd volunteer as whipping boy.

T. S. Marshall
President
WOLF Syracuse, N. Y.

Keeps an Information File

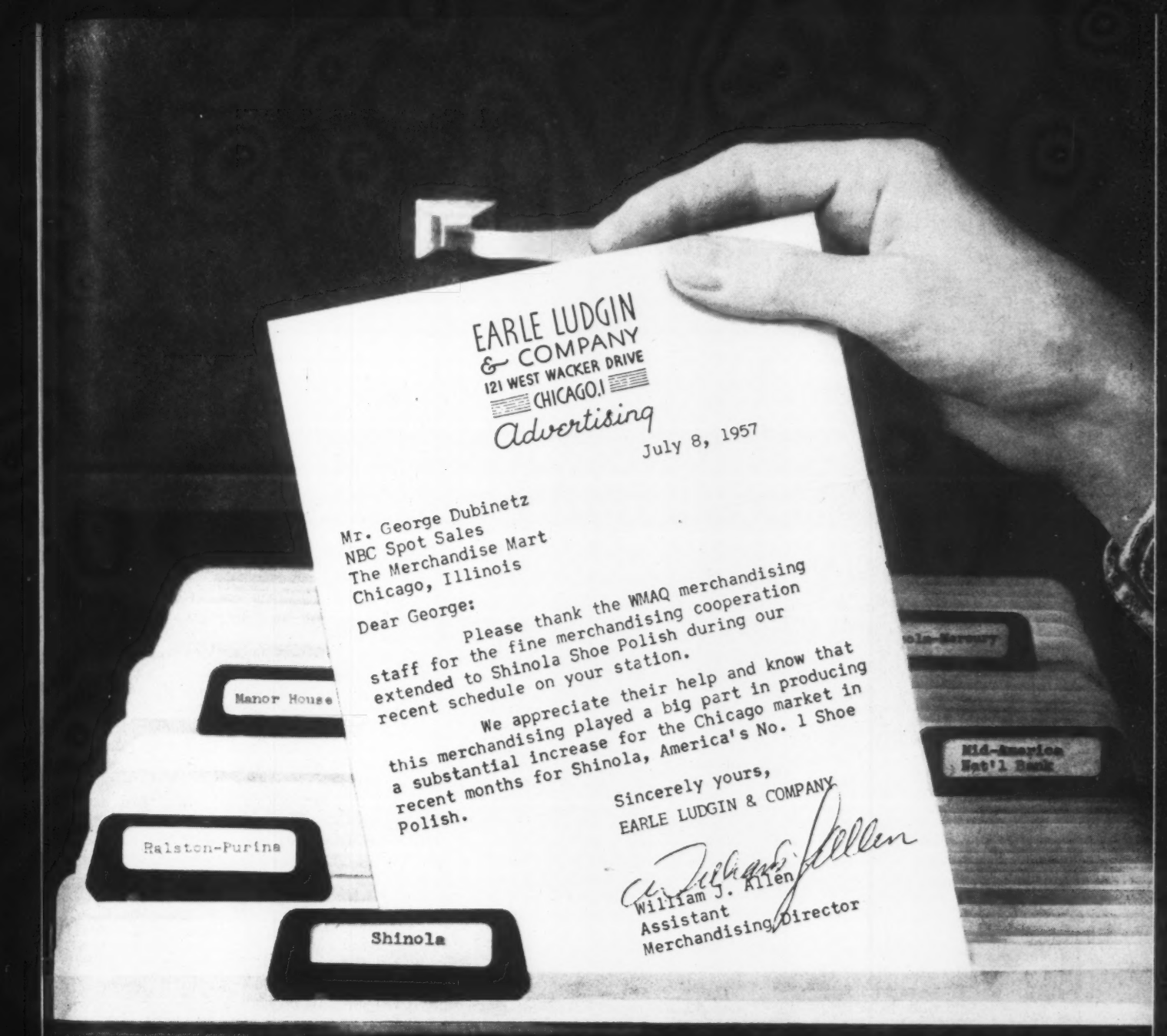
EDITOR:

I am not a veteran of radio, but my five years in television have made me a veteran of that young industry. And, for those years I have managed to keep abreast of my profession, not only on the national scene but the international scene as well, by your fine magazine.

Usually there are several articles of importance in each issue that I save—these go into a file. You would be amazed at the practical value of these files as they have grown.

I would appreciate a reprint of the article, "How to Start a Radio Station" [B•T, May 14, 1956].

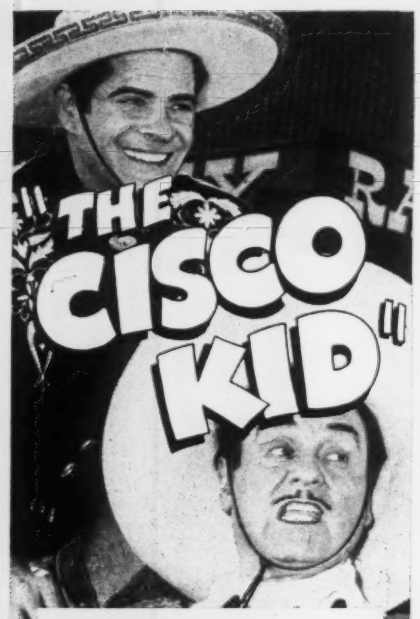
Elvin Feltner
Production Manager
WHIS-TV Bluefield, W. Va.


EARLE LUDGIN
& COMPANY
121 WEST WACKER DRIVE
CHICAGO 1
Advertising
July 8, 1957
Mr. George Dubinetz
NBC Spot Sales
The Merchandise Mart
Chicago, Illinois
Dear George:
Please thank the WMAQ merchandising staff for the fine merchandising cooperation extended to Shinola Shoe Polish during our recent schedule on your station.
We appreciate their help and know that this merchandising played a big part in producing a substantial increase for the Chicago market in recent months for Shinola, America's No. 1 Shoe Polish.
Sincerely yours,
EARLE LUDGIN & COMPANY
William J. Allen
Assistant
Merchandising Director
Manor House
Ralston-Purina
Shinola
Mid-America Nat'l Bank

SUCCESS STORIES

WMAQ

RADIO · CHICAGO



WEST VIRGINIA DAIRY INCREASES SALES 500%!

LEATHERWOOD DAIRY, Bluefield, W. Va., conducted a two-day promotion using THE CISCO KID plastic tumbler as a premium with a half-gallon of milk. They write:

"Results were tremendous . . . in a two-day period, 15,000 Bluefield families bought the special half-gallon carton. This means Leatherwood Milk was sold to 74% of the families in our area thanks to THE CISCO KID. We're looking forward to many more profitable promotions with this powerful show."

Ask to see more success stories of

THE WORLD'S GREATEST SALESMAN!

"THE CISCO KID"

Write, Phone or Wire Collect Today

ZIV Television

New York
Chicago
Cincinnati
Hollywood

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BROADCASTING* TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION

Published every Monday by Broadcasting Publications Inc.

Executive and Publication Headquarters

Broadcasting • Telecasting Bldg.
1735 DeSales St., N. W., Washington 6, D. C.
Telephone: MEtropolitan 8-1022

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444 Madison Ave., Zone 22, PLaza 5-8355

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Annual subscription for 52 weekly issue: $7.00. Annual subscription including BROADCASTING Yearbook (53d issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issues: 35¢ per copy; 53d and 54th issues: $3.00 per copy.

ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING, 1735 DeSales St., N.W., Washington 6, D. C. Give both old and new addresses, including postal zone numbers. Post office will not forward issues.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.

*Reg. U. S. Patent Office
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IN PUBLIC INTEREST

Five-State Safety Campaign Starts on Triangle Stations

Governors of five states were scheduled to appear last evening (Sunday) on WFIL-AM-FM-TV Philadelphia to help launch a traffic safety campaign on stations in the Radio and Tv Division of Triangle Publications (WFIL-AM-FM-TV, WFBG-AM-TV Altoona, Pa.; WNBF-AM-FM-TV Binghamton, N. Y., and WNHC-AM-FM-TV New Haven, Conn.).

Govs. George M. Leader of Pennsylvania, Robert B. Meyner of New Jersey, J. Caleb Boggs of Delaware, Abraham A. Ribicoff of Connecticut and Foster Furcolo of Massachusetts were to take part in the 7:30-8 p.m. show, along with Philadelphia Mayor Richardson Dilworth and Roger W. Clipp, vice president, Triangle radio-tv. Triangle has enlisted public safety, police and other local and state government agencies in the public service campaign, which has been in preparation some months.

Stations Carry Special Flu Shows

WIP Philadelphia and KCRG-TV Cedar Rapids, Iowa, report they have made special broadcasts to acquaint the public with Asiatic flu. WIP held an interview with the President of the American Medical Assn., David B. Allman, on the nationwide effects of the flu. He discussed preparations taken by the AMA to meet the expected epidemic, explained the symptoms and what people should do if they get it.

KCRG-TV, featured one of the nation's top bacteriologists, Dr. Albert McKee of Iowa City, the doctor who isolated the Asian flu virus after the first large outbreak of the disease in the U. S. at Grinnell, Iowa.

D. J. Loses Bet, Goes to Jail

When KVOA Tucson, Ariz., disc jockey Bill Rudd bet the Pima County sheriff that he could raise $4,000 for that county's Children's Milk Fund within 72 hours, he lost. As a result, he was placed under "protective custody" and was held until he raised the money, which took three additional days. If the sheriff had lost, he would have taken over the morning shift for Mr. Rudd.

WEJL Staffers Aid In Pageant

Members of the staff of WEJL Scranton, Pa., again donated their time and talent to the presentation of the annual Playground Pageant in Scranton last month. The event, sponsored by the Scranton School District and the Scranton Bureau of Recreation and featuring some 500 boys and girls from the area, was a "show business" history, from minstreal shows to the present.

KYW-TV Film Promotes Safety

Special traffic safety film announcements have been prepared by KYW-TV Cleveland, Ohio, and are being used in a back-to-school public service campaign. The station reports that it used 1,200 feet of film to show real people in actual locales and the traffic problems confronting children as they go to school.

Meet Jim Richdale

Experienced . . . Jim was literally "brought up" in broadcasting . . . first in radio and for the past ten years in television . . . salesman, commercial manager, general manager.

Friendly . . . popular . . . a civic leader . . . Jim, like KOTV is in close touch with Tulsans. He knows what they want . . . their likes and dislikes . . . and how best to serve them.

Jim is one of the important reasons why KOTV dominates the rich Tulsa market and consistently has more viewers in that market than all other stations *combined*.* Represented by Petry.

*Total week (ARB 5/57 & NCS #2)

KOTV
TULSA

A CORINTHIAN STATION *Responsibility in Broadcasting*

KOTV Tulsa• KGUL-TV Galveston, serving Houston• WANE & WANE-TV Fort Wayne• WISH & WISH-TV Indianapolis

114% MORE audience
than Station B ALL DAY!*

WILS

Mar.-Apr. '57 Hooper In Lansing Shows
MONDAY THRU FRIDAY

	WILS	Station B
7:00 a.m.-12 noon	61.4	23.5
12 noon-6:00 p.m.	53.7	30.1

5000
LIVELY WATTS

MORE listeners than
all other stations
heard in Lansing
combined.*

* Mar. thru Apr. average
C. E. Hooper, Inc.

LANSING

Represented
Nationally by
Venard, Rintoul
& McConnell, Inc.

WILS
music news sports

OUR RESPECTS

to John Hutchins Reber

JOHN HUTCHINS REBER, director of NBC Spot Sales, is an intensely fast thinking, high-spirited and voluble man of 38 with a flair for the direct phrase. His secretary is not surprised when he tells her to "get that man on the 'phone" without giving her any clue to the man's identity, and any lengthy discussion with his colleagues is apt to leave them tripping over analogies, epigrams and metaphors, and, as likely as not, gasping for air. But his secretary, having been with him for eight years, knows almost instinctively who "that man" is, and the 50-odd salesmen who report to him invariably grasp his meaning in conversation, no matter how staccato-like.

A story he likes to tell on himself concerns a meeting in which he addressed some of his colleagues on the gentle art of persuasion ("salesmanship is seduction without regrets on either side"). His associates "got the message," but the stenotypist assigned to cover the session was not so lucky. Two days later she approached him gingerly, "Mr. Reber," she wailed, "I got the message all right, but on paper this just doesn't make sense." He looked at the transcript, shuddered, then reassured her. "Honey," he said, "you've got it all." Recalling this incident last week, Mr. Reber noted, "I don't talk to be read. I don't believe in boring my audience."

Neither does he believe in wasting time, including his own. Since 1948, when he graduated as a $75-a-week assistant at the then-fledgling NBC Television Network into the program managership of WNBT (TV) (now WRCA-TV New York), Mr. Reber has been fighting a one-man campaign against "desk-ocracy" and its manifestations. He feels that "in" and "out" boxes contribute materially to television's executive mortality tables, and at one point during his struggle even managed bodily to heave his desk out of the office, operating for a short spell from behind a small, round coffee table. Now with his secretary's desk taking the brunt of the daily paper onslaught, Mr. Reber's executive desk is completely bare, save for two items. The first is a box of toothpicks ("I gave up the habit two years ago . . . now reach for a splinter instead of a smoke") and the second is a woodcarving of a mother sow nursing her young. He won't discuss the significance this item holds for him, but hints it has some direct bearing on the business of station representation.

BORN in New Rochelle, N. Y., in September 1919, Jack Reber prepped his way through Phillips Exeter into Amherst College, graduated from there in 1942 with a BA in philosophy, a Phi Beta Kappa key and a wife, a former Smith student named Helen Vogt whom he courted in between acts of college plays. The Rebers—there are now three children, aged 14, 11 and 4—live in Westport, Conn. Immediately following graduation, he enlisted in the service, hit "Utah Beach" in Normandy on D-Day with the 4th Infantry Div., fought his way into Aachen, won himself a Bronze Star, a battlefield commission and enough points to rotate home after V-E Day. He spent the first year on a farm working the war out of his system.

The extra-curricular drama bug that had bitten him years before kept nagging his conscience, so in 1946 he headed for New York and "a possibly disastrous Broadway career." He was cut short by the Theatre Guild's Theresa Helburn, who advised him to forget about the legitimate stage and concentrate instead on "this new thing," television. He joined NBC that year and has been there ever since.

Of early television, Jack Reber sighs nostalgically. "Those were the days," he recalls, "when absolutely nothing went right . . . but we had fun." Mr. Reber looks back with fondness on such distinctly commercial tv phenomena as the 41-minute show ("nothing went on . . . or off on time").

As NBC-TV grew from a three-station hookup to a 178-station network, so did Mr. Reber's responsibilities. Two years after becoming WNBT program manager, he was named sales manager, and in 1952 moved into tv spot sales. In February 1955 he became director of tv spot sales and in April 1956 took up his present job.

Though professing to be anything *but* a salesman, his co-workers disagree. Says one: "Every idea of Jack's is a proposal." Notes another: "He can organize and delegate responsibility so well that the hands are free to operate without first having to check with the brain."

Although worldly in the sense that television is a worldly medium, Jack Reber occasionally seeks escape in satisfying his intense curiosity about history by reading extensively such weighty tomes as *Tiberius, The Resentful Caesar* by Gregorio Maranon. To Mr. Reber, this is no mere "hobby" but a "chronic necessity." Not only does the world seem bigger, says he, "but the only way to keep today's 'insoluble' problems in perspective is to realize that they've all cropped up before . . . and to men who dwarf us."

Now...Improved VIDICONS

RCA-6326
*and RCA-6326-A**

with MICRO-MESH
...the RCA
750-Mesh Screen

**New version, constructed without side tip.*

RCA-6326 and RCA-6326-A, designed for use in TV film and slide cameras—both color and black-and-white—now feature MICRO-MESH.

Micro-Mesh substantially improves the picture quality of TV film cameras—even beyond present-day high-quality performance standards. Under continuous development for more than five years at RCA, Micro-Mesh eliminates mesh pattern in black-and-white or color TV *without any need for defocusing.*

Examples of RCA's leadership in the design and manufacture of superior-quality tubes for telecasting, these vidicons are available through your RCA Tube Distributor.

For technical information on these and other RCA camera tubes, write:
RCA Commercial Engineering, Harrison, N. J.

PICK-UP TUBES FOR TELECASTING

RADIO CORPORATION OF AMERICA

Tube Division Harrison, N. J.

Hitch your wagon to these stars!

There's been a big change in Baltimore! Channel 13 (formerly WAAM) now is WJZ-TV. And it's the newest, brightest star in the television skies!

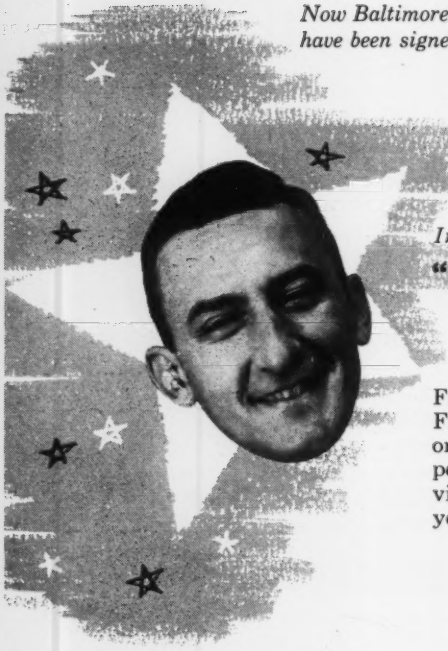
Big things are happening at WJZ-TV! Exciting new shows, great local personalities, the first Baltimore release of hundreds of great MGM and RKO feature films!

The result! Baltimore's changing its viewing habits . . . tuning to Channel 13 for exciting, star•studded entertainment!

Are you with it? Now's the time to hitch your wagon to these selling stars on WJZ 13 TV.

For star•bright availabilities, call Joe Dougherty, WJZ-TV Sales Manager (MOhawk 4-7600, Baltimore), or the man from Blair-TV.

Now Baltimore can see two of its top broadcasting personalities . . . Jack Wells and Buddy Deane have been signed to exclusive contracts with WJZ-TV.



In the morning . . .

"BALTIMORE CLOSE•UP"

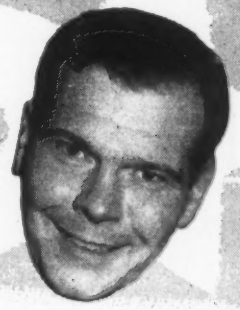
starring Jack Wells

From 7 to 9:30 A.M., Monday through Friday, Jack Wells' "Close•Up" focuses on weather, news, time signals, traffic reports, music, interviews with local and visiting celebrities, and cartoons for the youngsters.

In the afternoon . . .

"THE BUDDY DEANE BANDSTAND"

3 to 5 P.M., Monday through Friday, the latest and most popular recorded music. Teenage dance parties, guest stars, dance contests, quiz contests!



NEVER BEFORE has Baltimore had such an opportunity to see Hollywood's greatest stars in their greatest films! Magnificent MGM and RKO releases are attracting audiences all day long, every day of the week on THE EARLY SHOW, THE LATE SHOW, BALTIMORE MOVIETIME, SATURDAY MOVIE-GO-ROUND, ANDY HARDY THEATRE, MGM ALL-STAR THEATRE, POPEYE AND HIS PALS.

FIRST RATINGS AVAILABLE!

Sets-In-Use Doubled! WJZ-TV Ratings Tripled!

(ARB Telephone Coincidental—Mon., Sept. 9, 1957)

3:00-5:00 PM	New	Aug. '57 (M-F, Av.)
The Buddy Deane Bandstand— WJZ-TV	11.1	3.2
Station A	7.1	4.3
Station B	7.1	5.2
SETS-IN-USE	25.6	12.8

6:00-7:30 PM	New	Aug. '57 (M-F, Av.)
The Early Show—WJZ-TV	14.9	5.2
Station A	16.0	8.6
Station B	7.6	4.2
SETS-IN-USE	39.4	18.4

WJZ 13 TV

YOUR **STAR** ★ **BRIGHT** STATION

BALTIMORE, MARYLAND

represented by Blair-TV

WESTINGHOUSE BROADCASTING COMPANY, INC.

RADIO
BOSTON, WBZ+WBZA
PITTSBURGH, KDKA
CLEVELAND, KYW
FORT WAYNE, WOWO
CHICAGO, WIND
PORTLAND, KEX

TELEVISION
BOSTON, WBZ-TV
BALTIMORE, WJZ-TV
PITTSBURGH, KDKA-TV
CLEVELAND, KYW-TV
SAN FRANCISCO, KPIX

WIND represented by AM Radio Sales
WJZ-TV represented by Blair-TV
KPIX represented by The Katz Agency, Inc.
All other WBC stations represented by Peters, Griffin, Woodward, Inc.

ACID TEST!

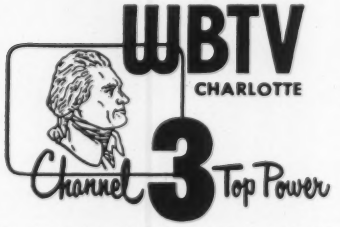
WBTV's proven sales power finds its firm foundation in audience domination. The remarkable extent of that domination has just been measured.

In ARB's brand new *total area* report of television viewing in the 80 counties served by both Charlotte stations *

- **WBTV WINS 442 OUT OF 465 QUARTER-HOURS SURVEYED**
- **WBTV'S AVERAGE SHARE OF AUDIENCE FOR THE ENTIRE PERIOD IS 79.3%**
- **THE TOP *53* MOST POPULAR SHOWS ARE ON WBTV**

WBTV's dominance is durable. Ask your WBTV or CBS-TV Spot Salesman to show you the complete ARB Total Area Report.

**The Charlotte Total Coverage Area*
ARB—June 25—July 1, 1957



JEFFERSON STANDARD BROADCASTING COMPANY

BROADCASTING
TELECASTING

Vol. 53, No. 12 SEPTEMBER 16, 1957

WHO'S USING WHAT ON THE AIRWAYS?

• Manufacturers, telecasters urge sweeping spectrum study

• Is military wasting what it has, intending to grab more?

A move to find out whether the military intends to expand its spectrum use—perhaps in the vhf television range—gathered powerful momentum last week.

At its quarterly meeting in Los Angeles, the Electronic Industries Assn., whose membership includes almost all major manufacturers of broadcasting and communications equipment, urged a sweeping study of frequency use—including that of the military.

In Rye, N. Y., the board of the Assn. of Maximum Service Telecasters, an organization of 122 high power tv stations, went on record in support of an investigation of government use of the spectrum.

The AMST resolution was in support of pending Congressional bills for an independent investigation of frequency utilization (for details, see page 29). The manufacturers' proposal was broader. The EIA urged a full-scale investigation, whether conducted under the orders of Congress or not and announced it was prepared to contribute its share of manpower and money to find out how the radio spectrum is now being used and whether reallocations are needed.

"The trouble is," an EIA spokesman said, "that we just don't know what use is being made of about half of the frequencies."

At present, roughly half the space in the radio spectrum is under FCC control and being used by broadcasting and communications services. The other half is assigned to government, and much of that in turn is assigned to the military.

What the users of the FCC-controlled frequencies are doing is a matter of public record. What the military is doing with its lion's share of the spectrum is mostly classified. "I must emphasize," the EIA spokesman said, "that we are not saying that the military is wasting channels. We are saying only that we don't know whether it is or isn't."

The EIA's decision to urge a study of spectrum use was announced last Thursday by H. Leslie Hoffman, president of Hoffman Electronics Corp. and a past president of EIA (when it was called the Radio-Electronic-Television Manufacturers Assn.). Mr. Hoffman presided in the absence of Dr. W. R. G. Baker, EIA president, who was ill.

Mr. Hoffman said that the manufacturers had realized that "we have reached a stage in which some sections of the spectrum are seriously overcrowded, with the various services assigned to those frequencies getting in one another's way like rush-hour motorists on an inadequate highway."

At the same time, he said, there are some blocks of frequencies that might be able to carry considerably more traffic than is now assigned to them.

Mr. Hoffman announced that an EIA committee would be appointed to recommend how the study should be conducted. This committee will report to the EIA board at its next meeting Nov. 21 in New York.

Another EIA official, James D. Secrest, executive vice president and secretary, pointed out that there were several ways the project could be organized, including the creation of a government-sponsored investigative board by Congressional action.

Identical bills have been introduced in House and Senate to create an independent three-man commission to investigate spectrum use. Mr. Secrest said that the EIA was in sympathy with the objectives of these bills, but he agreed that the study might be inordinately delayed if it first had to receive legislative approval.

Mr. Secrest said he did not wish to anticipate the yet-to-be-appointed committee's recommendations, but he pointed out the general feeling of EIA officials and board members that a spectrum study group should include representatives of all important spectrum users, including government.

It should be especially important, he said, to obtain the cooperation of the military.

Asked whether EIA had any indications whether or not the military would participate, Mr. Secrest said that preliminary discussions had been held.

It was learned that Paul L. Chamberlain, General Electric manager of marketing of broadcast and military equipment, had conferred, as a representative of both EIA and GE, with numerous government officials.

In his conversations with representatives of the FCC, the Office of Defense Mobilization, the military and other government agencies, Mr. Chamberlain was understood to have sounded out their views on a proposed investigation of spectrum use. He reportedly received no commitments of cooperation, but neither did he encounter opposition to the plan.

EIA officials have been actively exploring the possibilities of an organized spectrum study for about three months, Mr. Secrest said. This exploration had convinced them of the necessity of such a study and of the reasonable possiblity that it could be done.

Mr. Secrest was asked whether the EIA was prepared to undertake the study on its own accord if other industry groups failed to join it.

"It is possible," he said, "but we would prefer to participate in a cooperative effort. We'd like to see the broadcasters in this as

SMOKING OUT THE MILITARY'S SECRET

B•T APRIL 1 ... *Military is reported seeking vhf tv channels*

B•T APRIL 8 ... *Mobilization chief says military spectrum cramped*

B•T APRIL 15 .. *FCC chairman denies military wants vhf channels*

B•T JUNE 24 .. *Sen. Potter, Rep. Bray call for big investigation*

B•T AUG. 12 .. *Mobilization chief opposes spectrum study*

B•T SEPT. 16 .. *Major industry forces say study is imperative*

well as other important users of frequencies."

He was asked if the cooperation of the military was absolutely essential. Much of the military production and the design of future military gear is being done by EIA members. Couldn't a reasonably clear idea of the military's present operations and future plans be gained from a survey of these projects in EIA-member plants and laboratories?

Mr. Secrest pointed out that all such work is under strict security wraps and that no manufacturer could talk about it without specific clearance from the military.

If, as was reported last week, the EIA has received from the military at least an expression of interest in a spectrum study, the manufacturers have made a deeper impression on the military than some senators have.

Last month Gordon Gray, director of the Office of Defense Mobilization, openly opposed an investigation of the military's use of spectrum space.

Mr. Gray made his views known in a letter to Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee. Sen. Magnuson had asked Mr. Gray to comment on the bill, introduced by Sen. Charles Potter (R-Mich.), to create an independent commission to study use of the spectrum by government departments.

In his letter Mr. Gray raised several objections to the study. Among them: it would duplicate "the continuing studies of the executive branch on the government use of radio frequencies" and would be too big and complicated.

Sen. Potter characterized Mr. Gray's objections as being "as phony as a $3 bill" [B•T, Aug. 12.].

In the same letter, Mr. Gray said that the military was now finding it difficult to accommodate its communications in the spectrum space it had and that "this situation will become more critical as new technology now under development reaches the

ADVERTISERS & AGENCIES

AUTO DEALERS, BUYERS FAVOR TV

- **NBC-backed Advertest survey finds tv is dominant in car sales**
- **But the automotive industry is using proportionately less tv**

Television is the "overwhelmingly dominant" advertising medium for selling automobiles—but the automotive industry is allocating a disproportionately lower percentage of its budget to the medium.

These conclusions emerged from a special NBC survey, "Advertising's Role in Automotive Selling," which was announced last week by Hugh M. Beville Jr., vice president, planning and research. The survey, conducted for NBC by Advertest Research Inc., New Brunswick, N. J., during the period March 5-25, 1957, is based on approximately 4,500 personal interviews—1,000 with automobile dealers, 1,500 with shoppers in the showrooms of these same dealers and 2,000 with individuals who recently had purchased automobiles from them. Interviews were distributed throughout 39 states and the District of Columbia in large and small cities and tv and non-tv areas.

The outstanding findings of the study, according to Mr. Beville, are:

• With automobile shoppers, dealers and buyers, television is "consistently" named as the most important medium in reaching prospects, informing them and interesting them in coming to dealers' showrooms.

• Television's impact is "disproportionately higher" as a source of car information, interest and purchases than its allocated share of the automotive industry's advertising dollar budget. Only slightly more than one-third of the advertising dollar spent by the automotive industry in the three media of television, newspapers and magazines is for tv; yet it was found that tv's media-preference share among the sample tested runs from 56% to 60%. Nearly all the dealers think their companies should increase their tv advertising or maintain it at the same level; a scant 3% think the tv advertising should be reduced.

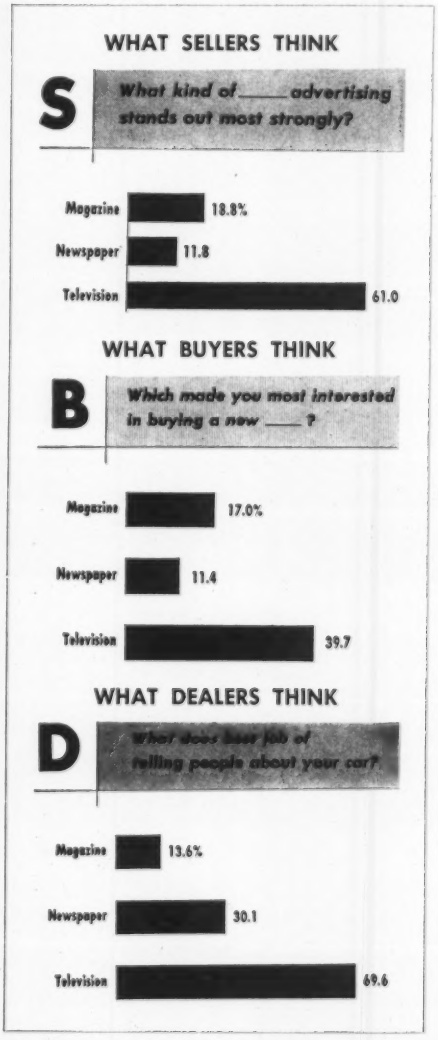
• There seems to be a definite relationship between exposure to a sponsor's television programs and shopping for and buying his make. The percentage shopping for the sponsor's car was found to be higher among viewers of his program than among non-viewers, and was highest of all among frequent viewers. In the case of advertisers with multiple tv programs, the more of these programs a person watched the more likely he was to shop for and buy by brand.

Mr. Beville reported that the study was designed in cooperation with representatives of the automotive industry. He listed its objectives as follows: to trace a pattern customers follow in buying cars, such as the steps they take in exploring the market and the points they cite as factors in their final decisions; to initiate some inquiry into the role of the salesman today in the actual selling process and the relationship of the selling function to the advertising function in today's market; to obtain indications as to relative effectiveness of various national media for automotive advertising, and, within the television medium itself, to explore more effective uses of the medium.

Among the important questions asked of shoppers and their responses: "What kind of advertising for (make sold) have you recently seen or heard?" Television led with 69% of the sample, followed by magazines, 31.9% and newspapers 30.7%. "Which kind of (make sold) advertising stands out most strongly in your mind?" Tv was first with 61%, magazines 18.8% and newspapers 11.8%. "Which kind of advertising did the most to get you interested in looking at a (make sold)?" Television was the number one choice again with 45.3%, followed by magazines 16.4%, and newspapers 10.8%.

Purchasers of automobiles were asked what kind of advertising made them most interested in buying the car. Television led with 39.7%, trailed by magazines with 17% and newspaper 11.4%. The remainder of the sample was uncertain.

Questions to dealers elicited the response that 69.9% of them thought tv does "the best job of telling people about their cars." Newspapers were second with 30.1% and magazines 13.6%. On the type of national advertising that is "most effective in getting people to showrooms," 58.7% of the dealers specified tv; 33% newspapers and 5.2% magazines. To a query on what single medium should be used by a particular brand if the manufacturer wants to place its budget in only one medium, 64.3% of the dealers favored tv; 27.1% newspapers and 6.2% magazines. More than 55% of the dealers felt that the tv budget for automobiles should be increased, 2.7% believed it should



operational stage." This reference was interpreted by Sen. Potter and by Rep. William Bray (R-Ind.), who introduced a companion bill in the House, to mean that the military was definitely intending to seek even more frequencies than it now has.

AMST Backs Potter Bid to Probe Use by Government of Spectrum

The Assn. of Maximum Service Telecasters last week officially went on record in support of an investigation of the government's use of the radio spectrum.

The resolution was adopted by the AMST board at a two-day meeting at the Westchester Country Club, Rye, N. Y.

The position taken by AMST is in support of a resolution introduced in the last session of Congress by Sen. Charles Potter (R-Mich.) urging the establishment of a three-man presidential commission to investigate the use of the whole radio spectrum with special emphasis on whether the government's portion is being used efficiently.

In other actions, the AMST board heard its technical committee report on the progress of field studies being conducted throughout the U. S. The studies—a comparison of uhf and vhf propagation—have been conducted in Wilkes-Barre, Pa.; are underway in Baton Rouge, La., and are scheduled to take place shortly in Madison, Wis.

Elected to the AMST board were Roger W. Clipp, Triangle Publications, and Joseph B. Epperson, Scripps-Howard Radio engineering vice president. Mr. Epperson was named chairman of the technical committee, succeeding John H. DeWitt, WSM-TV Nashville. Mr. DeWitt also resigned as one of AMST's two members on the TASO board, the pressure of station work being the cause, it was understood.

It also was voted to participate in the proposed FCC hearings involving the use of the spectrum between 25 mc and 890 mc.

be cut back and the remainder thought it should remain the same.

Mr. Beville said that television, newspapers and magazines were included in the survey because they represented the "overwhelming portion" of the automotive industry's advertising budget. Radio was not covered specifically in the study, he pointed out, because the medium accounts for about only 2% of the industry's allocation.

Mr. Beville noted that figures in the study represented composite answers. NBC, he said, has figures for specific brands. These will not be disclosed but will be used when the network makes presentations shortly to industry representatives and their agencies.

One month after the study was completed, researchers re-interviewed shoppers. Of those who purchased cars, 75% said they had seen television advertising for the bought car on tv; 28.9% had read about it in newspapers and 28.9% had seen such advertisements in magazines. Car buyers also responded that tv stood out "most strongly" in their minds for advertising of the car they had bought, with 65.4% of this group specifying tv; 17.2% magazines and 11.7% newspapers.

In addition to Mr. Beville, NBC executives who participated in the study were Dr. Thomas E. Coffin, director of research, and Dean Shaffner, director of sales planning.

WHAZZAT?

Subliminal perception, the faculty of absorbing fleeting visual information without being consciously aware of it, was demonstrated Thursday in New York by Subliminal Projection Co. and motivation researcher James M. Vicary. But the advertising industry audience appeared skeptical of any immediate practical application for the "invisible television commercial." Coca-Cola symbols were flashed for 1/3,000th of a second once every five seconds during a dramatic film presentation. Mr. Vicary said in an earlier public test for six months in a New Jersey theatre ("eat popcorn" was flashed during the show), lobby popcorn sales jumped 57.5%.

SEEDS ENLARGED INTO NEW KM&J

- **Madden, Howard Jones, Halpern team up with Freeman Keyes**
- **New concept planned for N. Y., Chicago, Hollywood offices**

Planning was underway last week toward the enlargement of Russel M. Seeds Co., Chicago, into a new agency—Keyes, Madden & Jones Inc., Chicago, New York and Hollywood—with new executive blood and a target date of Oct. 1.

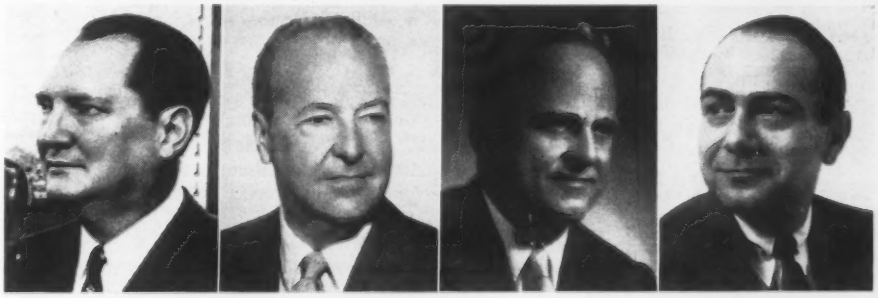
Aside from Freeman Keyes, board chairman of Seeds who continues in a similar capacity at KM&J, new principals are Edward D. Madden, vice president and director of International Latex Corp., who becomes president; Howard A. Jones, executive vice president of Grant Adv., who will assume that title in charge of all creative activity for the new agency, and David Hale Halpern, until recently senior vice president and general manager of Joseph Katz Co., New York and Baltimore, who will hold a similar title with KM&J in charge of its New York office.

The new agency will absorb Seeds' present accounts—an estimated $15 million in billings, with about 43% in broadcast media—and is expected to announce new clients before it opens shop Oct. 1. It will attempt to do away with the "traditional agency concept" of autonomous offices. Instead, KM&J will maintain its various offices as complete agency units in Chicago's Palmolive Bldg., at 4 W. 58th St., New York (where it has taken over "lock, stock and pencil sharpeners" the two floors occupied up to last month by Robert W. Orr & Assoc.—now absorbed by Fuller & Smith & Ross), and at Seeds' present Hollywood location at 418 Robertson Blvd. Messrs. Keyes, Madden and Jones will maintain offices both in New York and Chicago, shuttling to the West Coast as the occasion warrants.

Mr. Jones said the new agency will stress creativity and sound marketing principles and felt it would maintain a substantial share of broadcast business, probably above the present 43% for Seeds. Shooting at a $20 million billings mark by year's end, an $8-$10 million figure for radio and tv was not felt to be unreasonable. Mr. Madden stated that "we don't believe in bigness for the sake of bigness," and claims the agency will reject business if it feels such accounts would "overshadow" the other advertisers or if the agency felt incapable of handling such accounts. Envisioned in the overall scheme of things: a $50 million agency with over 60% in broadcast billing.

Among more active broadcast advertisers now in the Seeds shop are Brown & Williamson Tobacco Co. (Sir Walter Raleigh cigarettes and other tobacco products), Pinex Co. (cough syrups) and the W. A. Sheaffer Pen Co. The latter last week succeeded in dropping out of its commitment this fall for the CBS-TV *Lucy* reruns. No new tv plans have yet been announced.

Employing approximately 95 people now in three offices—Chicago, Hollywood and Indianapolis, where the Seeds firm was founded 56 years ago—the enlarged operation expects to hire perhaps 60 employes in



KEYES MADDEN JONES HALPERN

New York alone to service clients in the months ahead, which would give it more than 150 people by early next year. Some already have been hired and are in the process of submitting resignations to present employers. As to new accounts, officials of the agency would not comment, but noted that "initial detailed announcements would be forthcoming in ten days." It is understood, however, that some accounts will be brought over by the new principals, some billing considerably in the broadcast media.

In Chicago, Russel B. Young will continue as vice president and radio-tv director, with the nucleus of Seeds' present alignment remaining intact. However, it is understood that under the new system, a considerable part—if not most—of the radio-tv contact work will be handled out of New York.

Mr. Madden stated last week that one reason for selecting Mr. Halpern to head the New York operations was his broadcasting background.

Originally a station executive and later vice president and general manager of Henry Souvaine Inc., producers of the old *Texaco Star Theatre,* Mr. Halpern is known as something of an expert on tv advertising. At Owen & Chappell as radio-tv vice president, Mr. Halpern took National Brewing Co.'s total billing from $250,000 to $3 million between 1947 and 1952. At the Biow agency, which he joined in 1952 (leaving there a year ago last June to join Katz) Mr. Halpern was vice president and account supervisor on Jacob Ruppert Brewery, placed that account in heavy sportscasting and regional spot. His experience in having handled beer accounts over a 10-year period may presage KM&J's intention to look for that type of business.

Wallace Capel will leave Grant Adv. as Mr. Jones did to become copy chief, and KM&J will retain the plans board and executive committee structure of the Seeds agency. A research director will be appointed "momentarily."

Aside from his post at International Latex, Mr. Madden previously was with Matthew M. Fox' C&C Television Corp., before that vice president of tv operations and sales, assistant to the president and vice president of public relations at NBC from 1950 to 1954. He has also been a vice president and director of McCann-Erickson Inc. from 1935 to 1947. Since joining Latex in 1954 he has headed new product development and coordinated advertising and sales. While with Mr. Fox, he was instrumental in effecting the $20 million Latex barter deal. Still a proponent of the barter system, Mr. Madden declined comment when asked whether the new agency would take up barter for time.

Mr. Madden was quite emphatic, however, about reports that he take along the lush Latex account by "categorically" denying such reports. "My position with the new agency was not predicated on any deal involving Latex." Industry observers felt that the principal reasons for Latex "staying put" at this time were these: (a) Its tv billings, because of the C&C Television-RKO film barter deal structure, are non-commissionable, would gain the agency nothing in way of revenue; (b) Were the agency to acquire the Latex account, it could conceivably be put in the uncomfortable position of having eventually to forego some $7 million worth of new business. Reason: Latex as an account embraces not only bras and girdles, but other products such as gloves, baby pants, antiseptics and other new items now in the testing stage. With all these products at KM&J, the reasoning goes, there would be "an across-the-board product conflict." No successor has yet been picked at Latex.

Mr. Jones is an alumnus of Lord & Thomas (now Foote, Cone & Belding) and Blackett-Sample-Hummert (now Dancer-Fitzgerald-Sample) where he was a vice president and account man on such food products as Folger's coffee, and has been with Grant for 15 years as executive vice president in charge of creativity.

Mr. Keyes bought the Seeds agency in 1937, three years after founder Russel M. Seeds died, and through the years has been identified with several established radio and television shows, including *People Are Funny* and *The Red Skelton Show*. Before purchasing Seeds, Mr. Keyes, a former J. Walter Thompson Co. official, pioneered sponsorship of local transcribed shows by national advertisers.

Mr. Halpern will principally operate out of the New York office though he maintains that the shuttling policy will apply to him as well as to the three top principals. He said he would be ready to detail the plan and personnel roster for New York "early next week."

DAYTIME NETWORK TV BUILDS UP

- **Total tv network daytime production costs: nearly $750,000**
- **138 day sponsors ready, four considering, others increasing**

Daytime network television is building to a record fall season, with networks and advertisers primed to spend nearly $750,000 a week on weekday production costs alone, according to the results of a B•T study. (see tables, page 31).

In all, 138 advertisers will have enlisted in daytime network television by the start of the fall campaign, many of them already reviewing their budgets with a view toward expansion and at least four new sponsors planning seriously to enter the field.

Among the regulars contemplating an increase in daytime outlay are General Foods, Lever Brothers, Armour and Standard Brands.

Advertisers considering new-business sorties into daytime network include Chlorox, (Honig-Cooper agency); Duffy-Mott (Sullivan, Stauffer, Colwell & Bayles); Carnation Milk (Erwin, Wasey, Ruthrauff & Ryan); and Kroger Foods (Campbell-Mithun), the latter interested mainly on a regional basis.

For Chlorox, purchased recently by Procter & Gamble, this will mark a significant change in an advertising policy which previously had run to "print" and some spot.

According to a tabulation by TvB, 62% of all network tv advertisers now are represented on daytime.

NBC-TV, with more than 100% increase in daylight sponsorship over last year, will check in with 72% of its daytime sold and a total production expenditure of $342,500, weekly.

CBS-TV, with 83% of its pre-night time sponsored, will register a production figure of $301,500 a week.

ABC-TV, which this year plans to launch its push in daytime, currently does not begin network service until 3 p.m. and is represented most significantly by its *Mickey Mouse Club* program, the only regular weekday children's show on the networks.

Most expensive of the daytime network offerings is NBC's *Matinee Theatre* with a production tag estimated at $89,000 a week for its five hour-long live dramas.

Lowest budgeted of the daytimers, excluding news, is *Modern Romances* on NBC-TV, ticketed at $12,500 a week.

Top-priced daytime program on CBS-TV is *The Garry Moore Show,* which lays out $35,000 a week in production costs.

Foremost advertiser on daytime network still is Procter & Gamble, represented on six of the 29 shows included in this survey.

In the slowly emerging daytime programming pattern the "soap opera" shows a persistent hardiness and a bias toward CBS-TV. That network houses nearly all the daily dramatic serials on tv and its seven "soaps" account for about half of Columbia's daytime output. The rest split about evenly between "personality" and audience participation shows.

NBC-TV, aside from a certain tendency toward drama in the late afternoon, relies chiefly on personalities and audience participations. Both networks adhere, with negligible exception, to the "across-the-board" or Monday through Friday policy of daytime programming.

CHART ON THE FACING PAGE SHOWS THE FULL DAYTIME TV SCHEDULE. SHOWS WITH ASTERISKS HAVE PARTICIPATING SPONSORSHIPS (DETAILS BELOW).

ABC-TV

Various strips: Kellogg (Burnett), Sweets Co. (Harry Eisen), Wander (Tatham-Laird).

Mickey Mouse Club: Mars Inc. (Knox Reeves), Armour (Tatham-Laird), Mattel (Carson Roberts), Miles (Wade), General Mills (D-F-S), Bristol-Myers (DCS&S), General Foods (Y&R), Pillsbury (Burnett).

CBS-TV

Garry Moore Show: Hoover (Burnett), Campbell Soup (BBDO), Gerber (D'Arcy), General Foods (Y&R), Vicks (Morse Int.), Florida Citrus (B&B), Dow Chemical (MJ&A), Lever Bros. (JWT), Libby (McC-E), Nestle (McC-E), General Mills (D-F-S), Sunshine (C&W), Johnson & Johnson (Y&R), Yardley (Ayer).

Arthur Godfrey: Standard Brands (Bates), Bristol-Myers (Y&R), Singer (Y&R), General Foods (Y&R), Peter Paul (D-F-S), Libby (McC-

DAYTIME 1957-58 ON THE TV NETWORKS

MONDAY - FRIDAY

	ABC-TV	CBS-TV	NBC-TV
7:00		*Jimmy Dean Show* ($20,000)	*Today** ($35,000)
8:00		*Capt. Kangaroo* ($25,000) Gerber (Fri.) (D'Arcy)	
10:00		*Garry Moore Show** ($35,000) (Fri. only till 11:30)	*Arlene Francis Show** ($22,000)
10:30	NO SERVICE	*Arthur Godfrey** ($30,000)	*Treasure Hunt* ($22,000) Sterling Drug (Fri.) (D-F-S)
11:00			*The Price Is Right** ($22,000)
11:30		*Strike It Rich* ($22,000) Colgate (Bates)	*Truth or Consequences** ($22,500)
12:00		*Hotel Cosmopolitan* ($14,000)	*Tic Tac Dough** ($22,500)
12:15		*Love of Life* ($13,500) American Home (Bates)	
12:30		*Search for Tomorrow* ($15,000) Procter & Gamble (Burnett)	*It Could Be You** ($23,000)
12:45		*Guiding Light* ($14,000) Procter & Gamble (Compton)	

	ABC-TV	CBS-TV	NBC-TV
1:00		NO SERVICE	
1:30		*Walter Cronkite* ($2,500)	
2:00		*As the World Turns* ($28,000) Procter & Gamble (M.-F.) (B&B) Vicks (Tues.) (Morse Int.) Pillsbury (Thurs.) (Burnett) Swift (Fri.) (McC-E)	NO SERVICE
2:30		*Beat the Clock** ($30,000)	*Bride & Groom** ($24,000)
3:00	*American Bandstand* ($10,000)	*Big Payoff* ($30,000) Colgate (M.-W.-F.) (Houston)	*Matinee Theatre** ($89,000)
3:30		*The Verdict Is Yours* ($30,000) Libby (Tu.) (JWT) Toni (Tu.) (North) Swift (Tu.) (McC-E) French (W.) (JWT) G.Mills (F.) (D-F-S)	
4:00		*Brighter Day* ($15,000) Procter & Gamble (Y&R)	*Queen for a Day** ($30,000)
4:15		*Secret Storm* ($13,500) American Home (Bates)	
4:30	*Do You Trust Your Wife?* ($20,000) Firestone (Grey)	*The Edge of Night** ($28,000)	
4:45			*Modern Romances** ($12,500)
5:00	Various strips* ($28,000)	NO SERVICE	*Comedy Time** ($25,000)
5:30	*Mickey Mouse Club** ($55,000)		NO SERVICE

E), Mutual of Omaha (Bozell & Jacobs), Simoniz (SSC&B), Armour (Ayer).

Beat the Clock: Nestle (D-F-S), Gerber (D'Arcy), French (JWT), Eastman Kodak (JWT), Libby (McC-E), Sunshine Biscuit (C&W), Purex (FC&B), General Mills (D-F-S), Johnson & Johnson (Y&R), Vicks (Morse Int.).

Edge of Night: Procter & Gamble (B&B), Standard Brands (Bates), Florida Citrus (B&B), Vicks (BBDO), French (JWT), Pet Milk (Gardner), Pillsbury (Burnett).

NBC-TV

Today: Amity Leather (Best), Asco Electrono (O'Leary), Beltone (Olian & Bronner), Ben-Mont Papers (Remington), Drackett (Y&R), Florida Citrus (B&B), General Time (BBDO), Grove Labs (Cohen), Hanes Knitting (Ayer), Knapps-Monarch (Block), Olian Mathieson (Dougdale), Paulard Co. (F&S&R), Rock of Ages (Cabot), Washington State Potatoes (Ryan).

Arlene Francis Show: Sterling Drug (D-F-S), Coopers Inc. (Henri, Hurst & McDonald), Owen-Corning (McC-E), Westmore (Erlich, Neuwirth & Sobo).

The Price Is Right: Lanolin Plus (Kastor, Farrell, Chesley & Clifford), Mentholatum (JWT), Ponds (JWT), Minnesota Mining (BBDO), Drackett (Y&R).

Truth or Consequences: Sterling Drug (D-F-S), Lever (BBDO), Lysol (Mc-E), Alberto Culver (Wade), Miles (Wade), General Foods (Y&R).

Tic Tac Dough: Toni (North), Procter & Gamble (D-F-S), Standard Brands (Bates), American Home (Geyer), Drackett (Y&R), Kraft (JWT), Minnesota Mining (BBDO), SOS (JWT), Star-Kist Tuna (Honig-Cooper).

It Could Be You: Pharmaco (DCS&S), Ponds (JWT), General Foods (Y&R), Armour (Ayer), Brillo (JWT), Corn Products (C. L. Miller), Brown & Williamson (Bates), American Home (Geyer).

Bride & Groom: Brillo (JWT), Lanolin Plus (Kastor, Farrell, Chesley & Clifford), Drackett (Y&R), Miles (Wade), Lysol (McC-E), Alberto Culver (Wade), Mentholatum (JWT).

NBC Matinee Theatre: Procter & Gamble (B&B), Ponds (JWT), Whirlpool (K&E), Corn Products (C. L. Miller), Breck (Humphrey, Alley & Richards).

Queen for a Day: Lanolin Plus (Kastor, Farrell, Chesley & Clifford), Procter & Gamble (Compton), Standard Brands (Bates), Park & Tilford (Mogul), Sandura (Hicks & Greist), Gossard (Ed. Weiss), Welch (Manoff), Corn Products (C. L. Miller), American Home (Geyer).

Modern Romances: Sterling Drug (D-F-S), Brillo (JWT), Corn Products (C. L. Miller), Kraft (JWT).

Comedy Time: Pharmaco (DCS&S), Ponds (JWT), Lever (BBDO), SOS (JWT), Kraft (JWT), Welch (Manoff), Mentholatum (JWT), General Foods (Y&R), Miles (Wade).

PRESTONE IN FALL RADIO-TV PUSH

- **Spot radio gets 25% of budget, network tv 50%, both big boosts**
- **Short, concentrated campaign calculated by regional weather**

What's been put behind the broadcast buying "spree" that Prestone anti-freeze has been engaging in this past summer [AT DEADLINE, Sept. 9]?

As some of the campaigns begin or continue to run in the colder, northern regions of the U. S. this week, B•T finds these immediate answers:

• Foremost is money. Prestone is spending "well over $1 million" for this radio-tv splurge, and considering that at least $1 million is going to network tv alone, the "well over" is substantial.

• Fatter radio spot schedules and more network tv use. In percentages, this boils down to (1) 25% of its entire ad budget to spot radio or about triple the investment of last year and (2) approximately 50% of the whole budget to network tv, more than double its network tv expenditure for last year's pre-cold weather season. (Some of the money allocated to network tv will cover supplemental buying of spot tv on a limited basis.)

• Improvement of its commercials, both radio and tv. For radio, Prestone marshaled Bob and Ray (Bob Elliot and Ray Goulding) and WOR New York newscaster Henry Gladstone among others to tell the Prestone anti-freeze story (an exclusive "magnetic film" that acts as a rust inhibitor). For tv, Prestone is using two types of commercials: one employs the Joop Geesink puppets and the other is "straight sell."

Why the big increases in radio and tv?

Prestone is a product of the National Carbon Co., a division of Union Carbide Corp., New York. National Carbon is the advertiser that devotes *all* of its advertising budget on behalf of Eveready Flashlight batteries to spot radio. It does so because the company feels spot radio can reach the right people at the right time of day at a reasonable cost. This reason holds for anti-freeze, too. Network tv plays its role in Prestone's ad plans because the advertiser is convinced the medium has impact.

Prestone's spot radio pattern is impressive. Buying was accomplished in each market some 30 days or more before the campaign was set to begin in that area. Since Jack Frost initially paints with his icy brush at different times of the year in various sections of the country, starting dates correspond with the advance of freezing weather. The spot drive in Montana, for example, kicked off in late August, but will not get underway in some regions in the South until the middle of November.

Each of the radio spot campaigns is of four weeks' duration but with saturation schedules during that time. The number of spots run per week on a single station varies from about 15 in small markets to more than 100 in larger markets.

At the end of its season this fall, Prestone will have been on a minimum of 525 radio stations covering 346 market areas. (Total U. S. am stations roughly number about 3,000.) The company sought early morning (between 7:30-8:30 a. m.) availabilities and some in the early evening hours.

By exercising particular care in buying into network shows, Prestone this year for the first time will have its commercials on tv at time periods that cut into various prime hours in a viewing week in a single month (October). To achieve this, the advertiser selected shows on all three tv networks, hitting at different time periods and days of the week and participating in enough shows which can offer wide audience appeal.

'SERIES SPECIAL'

National Carbon Co. (Prestone and Eveready products), New York, late last week signed to sponsor the one-time only *World Series Special* program on ABC-TV (10-10:30 p.m.) on Oct.1. The agency is William Esty Co., New York. The program, which will be presented on the eve of the World Series, will include filmed and live reports from various cities on the annual fall classic.

This is the breakdown of its network tv sponsorship which includes a western, a semi-documentary, a special featuring a vocalist, a football preview, a mystery series and a news show, all squeezed into a single month:

On Oct. 5, a Sunday, Prestone will sponsor the 10-11 p. m. *Dean Martin Show*, a special, on NBC-TV; on Mondays, Wednesdays and Fridays for the month of October, it will sponsor 10 minutes of *John Daly and the News* (7:15-7:30 p.m.) on ABC-TV; on Tuesdays (Oct. 1, 15 and 29), Prestone will participate via one-half hour sponsorship of the *Sugarfoot* series on ABC-TV (7:30-8:30 p. m.); on a Thursday, Oct. 24, the advertiser will back *Navy Log* on ABC-TV for that date only (10-10:30 p. m.); on Saturdays (Sept. 28, Oct. 12 and 26), Prestone will have a half-hour participation in each of an hour-long (7:30-8:30 p. m.) Perry Mason series on CBS-TV for those dates, and again on Sundays, Oct. 6 and 20 and Nov. 3, it will sponsor the 15-minute *Football Preview* to precede pro football on CBS-TV. Prestone plans to buy still another network show for this season.

As explained by Prestone's agency, William Esty & Co., New York, the network buys are set up to appeal to a wide segment of viewers with the emphasis weighted toward the man of the house but also including the woman via the shows of family interest (more women drive automobiles today than ever, though the men usually take responsibility for winterizing the family car or cars).

Spot tv by Prestone is supplementary to network and in selected areas—those markets not reached or in which there is a station clearance problem for the network show.

In the anti-freeze market, Prestone claims to be No. 1 in the country. But with an additional push this year, both to increase sales and to meet the competitive factor, Prestone is more active than at any time in its history.

Prestone's total budget this year is the biggest ever set by the advertiser. Thus, it stands to reason that radio and tv would go up, too. But three times the radio allocation and more than double for tv all but dwarf the 25% of total budget being placed in all other media (chiefly newspapers).

Later this year, Prestone will be planning its media strategy for the 1958 pre-cold weather season. A question then to be answered: will radio and tv get even more?

PRODUCT AND PLANNERS: *The miniature set used in Prestone tv commercials is checked by James Stewart (1), account executive, and Joe Forrest, tv commercial head, of William Esty & Co., N.Y. In addition to the miniature service station, Prestone will have commercials using "Martians" who rocket to Earth to inspect the "amazing cooling system" of an automobile engine, learning in the process how the anti-freeze product affects it.*

"Community Club Awards" gives you

GUARANTEED RESULTS

...big, profitable sales results that you can see in black and white!

- *Community Club Awards* now in 8th cycle on WITH. Cycle No. 9 begins December 2.
- *Community Club Awards* has run longer and more often on WITH than any station in the country.
- *Community Club Awards* has grown eightfold in results—1st through 7th cycle.
- *Community Club Awards* boasts long list of blue chip advertisers. Many on radio exclusively on WITH.
- *Community Club Awards* has already given over $80,000 to Baltimore clubs.
- *Community Club Awards* has its own staff and full time director on WITH.

Buy W-I-T-H

Tom Tinsley
President

R. C. Embry
Vice Pres.

CONFIDENCE

National Representatives: **Select Station Representatives** in New York, Philadelphia, Baltimore, Washington; **Forjoe & Co.** in Seattle, San Francisco, Los Angeles; **Simmons Associates** in Chicago and Boston; **Clarke Brown Co.** in Dallas, Houston, Denver, Atlanta, Miami, New Orleans.

ninth in a series of 12 ads based on the signs of the zodiac

VIRGO

PROGRESSIVE

...and

twelve months

out of every year

stations

under the sign

of MEEKER

benefit by:

PROGRESSIVE planning for the long term... Realistic commission plan for stations; profit-sharing plan for staff.

This insures cooperative selling, stability of personnel and equal sales effort per station.

personalized selling of a limited list

the meeker company, inc.

radio and television station representatives

new york chicago san francisco los angeles philadelphia

Union Oil Co. to Sponsor '76 Sports Club' on Regional

The Union Oil Co. of California reports that it is allocating a sizeable chunk of its advertising budget, over $500,000, for a new tv show, *76 Sports Club*. It is scheduled to start on a western ABC-TV network Oct. 3 and will be broadcast on Thursday at 6:30-7 p.m. on 20 stations, if the time can be cleared.

Bob Richards, twice Olympic Games pole vault champion and three-time holder of the national AAU decathlon title, will be master of ceremonies of the series. He will interview a top ranking sports star on each program and conduct a junior press conference with a group of youngsters after they have watched the guest demonstrate his particular skill. In addition, the show will feature a sports tip; advice to viewers on the top sports of the week; a game time segment with youngsters viewing for sports prizes, and a local sports news report cut in locally by each station carrying the new network series.

Mr. Richards also has been appointed sports director of the Union Oil Co., in charge of the company's extensive youth supervision program aimed at the 8-18 age group. This group also is the principal target of the show, but the sponsor and its agency, Young & Rubicam, feel that it has a strong family appeal as well.

Bart Ross and Frank K. Danzig, Ross-Danzig Productions, will produce *76 Sports Club*, with Fred Hessler, formerly sports director for the Armed Forces Radio Service, as associate producer, and Al Burton as the writer.

'Times' Plans Television Test, Buys Pro Football in New York

The *New York Times*, which slowly has been increasing its use of radio advertising, last week made known its intention to enter television. Effective Sept. 29, the *Times*, will partially sponsor a series of professional football games on WCBS-TV New York.

The purchase—calling for three minutes of commercial time for each of nine National Football League games and seven and a half minutes of time during a tenth—will represent a "test campaign" for the *Times*, its agency, BBDO, said last week.

Barry McCarthy, a BBDO vice president and *Times* account executive, explained this will represent a "considerable investment" on behalf of his client. Paying a reported $37,500 for the contract, the *Times* will join Chesebrough-Pond's (Vaseline hair tonic) in picking up 40% of the games' sponsorship in New York, with the other 60% signed nationally (CBS-TV) by Philip Morris Inc. (Marlboro) and P. Ballantine & Sons.

Last year, the *Times* picked up for a reported $25,000 the full sponsorship on radio of the New York (football) Giants via WINS New York.

Mr. McCarthy noted that the *Times* will be selling "all facets of the paper, with some emphasis, naturally, on our sports coverage." He said the tv sponsorship is "ideal" in the sense that it could do a "terrific" pre-selling job on the Sunday edition of the paper, when there were Saturday telecasts, and would also stress the paper's home delivery service plan.

The *Times* is a heavy radio spot user and currently has a number of one-minute spots on practically all New York stations. Additionally, it spends $25,000 annually on news capsules via its owned-and-operated WQXR New York [B•T, Sept. 9].

Kaufman Named L&N Senior V.P., Supervisor of Old Gold Account

Elkin Kaufman, a 16-year veteran of the William H. Weintraub and Norman, Craig & Kummel (successor) agencies, has been appointed senior vice president and management account supervisor on Old Gold brand cigarettes at Lennen & Newell, New York. Announcement of Mr. Kaufman's assignment was made Tuesday by L&N President Adolph J. Toigo.

MR. KAUFMAN

Mr. Kaufman was one of the founders of the Weintraub agency and served there 14 years as executive vice president. When the Weintraub agency became Norman, Craig & Kummel in January 1955, Mr. Kaufman became president of NC&K and remained in this post until July 1 when Norman B. Norman assumed the presidency [B•T, July 1].

Dale Anderson will continue as account executive on Old Gold. No account man has yet been designated by L&N to service the newly-acquired Kent and Newport brand cigarettes [B•T, Sept. 2].

Meanwhile, the agency has announced what it intends to do with the Tuesday, 10:30-11 p.m. CBS-TV slot which Young & Rubicam, the former agency, initially ordered this summer. It has decided to place Kent as the brand sponsor of *Assignment Foreign Legion* with Merle Oberon, a British-made film series which CBS Television Film Sales sold to CBS-TV. *Foreign Legion* already has run on the British Independent Television Authority (ITA) commercial network and will premiere in the U. S. Oct. 1. It replaces Liggett & Myers Tobacco Co's *Spike Jones Show*, seen in the Tuesday time period for L&M brand cigarettes through Aug. 27. Since that time, the network has slotted *Playhouse of Mystery* on a sustaining basis.

The Merle Oberon film series originally had been scheduled for Saturday, 10:30-11 p.m., effective Sept. 21. This time slot instead will be filled with the *Playhouse* film series after Oct. 1.

Atlantic Likes Weather on Tv, Signs in 32 Markets for Fall

Five years ago Atlantic Refining Co., Philadelphia, decided to experiment with a tv weather show in Baltimore in an effort to reach a primarily male audience at a comparatively low cost per thousand. The apparent success of this experiment was pointed up last week when Atlantic Refining announced that this season the company will be sponsoring tv weather programs in 32 of its 34 key markets in the eastern United States.

A spokesman for N. W. Ayer & Son, Philadelphia, agency for Atlantic, said the company is "highly pleased" with the results obtained by weather shows. He pointed out that programs are slotted generally within the 11-11:15 p.m. period because this is the time that the largest number of adult males (the best customers for gasoline) can be reached at the most reasonable cost. Nearly all the programs, he said, run for five minutes on a Monday through Friday basis, originate live and are tailored to local interests.

The cost of its weather programs to At-

ACTIVITY

HOW PEOPLE SPEND THEIR TIME

THERE WERE 123,262,000 people in the U. S. over 12 years of age during the week Sept. 1-7. This is how they spent their time: *

60.4%	(74,450,000)	spent	1,417.5 million hours	WATCHING TELEVISION
55.8%	(68,780,000)	spent	978.8 million hours	LISTENING TO RADIO
81.3%	(100,212,000)	spent	401.4 million hours	READING NEWSPAPERS
30.1%	(37,102,000)	spent	168.8 million hours	READING MAGAZINES
24.4%	(30,076,000)	spent	386.0 million hours	WATCHING MOVIES ON TV
49.2%	(60,686,000)	spent	254.9 million hours	ATTENDING MOVIES

These totals, compiled by Sindlinger & Co., analysts, Ridley Park, Pa., and published exclusively by B•T each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's monthly "Activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audiences between each specific medium. Copyright 1957 Sindlinger & Co.

* All figures are average daily tabulations for the week with exception of the "attending movies" category which is a cumulative total for the week. Sindlinger tabulations are available within 2-7 days of the interviewing week.

lantic could not be divulged by Ayer, but the spokesman noted the cost per thousand is "highly favorable." He said that in one area, for example, it costs Atlantic only 60 cents to reach 1,000 viewers with its commercial messages. He added that the programs have "an excellent record" for drawing large audiences and each show has increased its ratings steadily.

From its small beginning in Baltimore, Atlantic expanded to 10 tv weather shows by September 1956. Satisfied that this format provided a satisfactory showcase for its commercial messages, Atlantic instructed Ayer to set up shows in additional markets. This past spring 20 new programs were added. Atlantic began its fall schedule with a total of 32 weather programs. With its all-out effort on behalf of weather programs, Atlantic has dropped its sponsorship of National Football League games on tv, although it will continue with its major league baseball schedule on radio and tv.

Services Held for Robert Orr, 60

Funeral services for Robert W. Orr, 60, president of Robert W. Orr Assoc., New York, were held Sept. 7 in Southampton, L. I., Mr. Orr, who died Sept. 3 at his summer home in Southampton, organized his own advertising agency in 1946 after serving as a vice president of Lennen & Mitchell, New York (now Lennen & Newell).

BUSINESS BRIEFLY

WHO'S BUYING WHAT, WHERE

ROYAL HALF-DOZEN • Six advertisers have signed for NBC-TV's *Nat "King" Cole Show* (Tues. 7:30-8 p.m.) on a cooperative basis. Advertisers, and stations on which they will present the show, include: Gallo Wines and Colgate-Palmolive Co., KRCA-TV Hollywood; Italian Swiss Colony, KRON-TV San Francisco; Gunther Brewing Co., WRC-TV Washington, D. C.; Pittsburgh Wine, WIIC (TV) Pittsburgh and Rheingold Beer, WRCA-TV New York and WNBC (TV) New Britain, Conn.

REAL McCOY • Pharmaco Inc. (Feenament, Chooz, Medigum), N. Y., today (Mon.) begins sponsorship of *Hugh McCoy News* (11-11:05 a.m. PDT) on KNX Los Angeles, 21 other stations of CBS Radio Pacific Network. Buy, for 14 weeks, was placed through Doherty, Clifford, Steers & Shenfield, N. Y.

LOVE THAT DAYTIME • Sterling Drug Inc. (Bayer aspirin tablets, Phillip's Milk of Magnesia and other products), N. Y., has ordered 52-week schedules on four daytime programs on NBC-TV, representing $2 million in gross billings. Sterling currently sponsors or participates in three daytimers on the network. New orders include participations in *The Arlene Francis Show* (Mon.-Fri. 10-10:30 a.m.), *Treasure Hunt* (Mon.-Fri. 10:30-11 a.m.), (first sponsor for that program), *The Price is Right* (Mon.-Fri. 11-11:30 a.m.), and *Truth or Consequences* (Mon.-Fri. 11:30-12). Agency: Dancer-Fitzgerald-Sample, N. Y.

ENLARGEMENT • Polaroid Corp., Cambridge, Mass., in a special pre-Christmas campaign for its land cameras, has ordered part sponsorship of NBC-TV's *Steve Allen Show* (Sun. 8-9 p.m.) and *Perry Como Show* (Sat. 8-9 p.m.) Polaroid will sponsor one-half of *Allen* on Nov 17, 24 and Dec. 8 and one-third of *Como* on Nov. 23, Dec. 7 and 14. Agency: Doyle Dane Bernbach, N. Y.

TIP-OFF • Q-Tips Inc., Long Island City, after summer hiatus, is picking up saturation radio campaign—18-30 announcements a week—in 15 markets later next month, may possibly switch and add some markets already purchased earlier this year. Women's personality shows are being used. Agency: Lawrence C. Gumbinner Adv., N. Y.

PENCIL PUSHERS • Scripto Inc., Atlanta, getting set for school season with 10-13 week tv day-and-nighttime spot campaign in roughly 20 markets. Initially, drive will concentrate on work-a-day pen and pencils, then shift onto Christmas gift pen-and-pencil set copy platform. Agency: Donahue & Coe, N. Y.

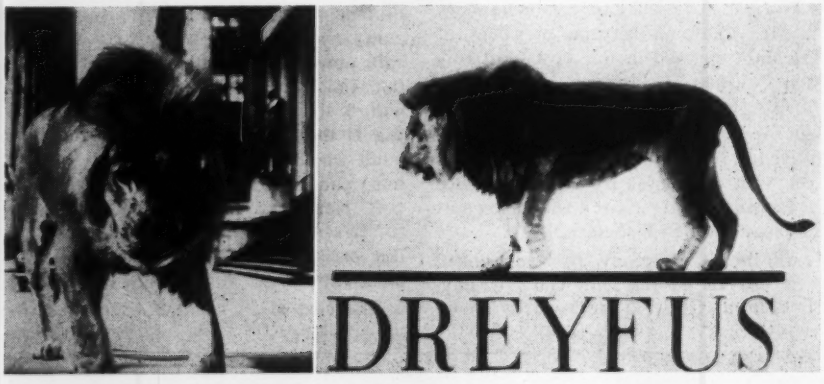
SNEEZING SEASON • Charles Pfizer & Co., Brooklyn, N. Y., using 8-week campaign in 13 markets starting Oct. 15 for Candettes cold lozenge. Dowd, Redfield & Johnstone, N. Y., is buying agency.

WINTER SOUP-UP • Campbell Soup Co., Camden, N. J., placing radio schedule in more than 50 markets, to start Sept. 16 and run for 32 weeks. Agency is BBDO, N. Y.

WEST COAST DRIVE • General Foods (Maxwell House instant coffee), N. Y., has started three-week radio-tv spot schedule on West Coast. Benton & Bowles, N. Y., is agency.

SEASONAL PUSH • Mission Pak, Los Angeles fruit gift producer which each year opens chain of 75 stores for operation only during pre-Christmas season in major California cities, will spend between $200,000 and $250,000 for four-week tv-radio spot campaign beginning Nov. 18 in Los Angeles and San Francisco, with supporting radio spots to be used in other cities in which stores are operated. Stanley Pflaum Assoc., recently organized agency in Beverly Hills, will handle.

TAKE 26 • Chesebrough-Pond's Inc. (Pertussin), N. Y., planning to start radio-tv schedule Sept. 30 effective for 26 weeks. Radio schedule will run in more than 40



A LION IN THE STREETS

In an effort to inject a spark of life in so-called "tombstone advertising" for the Dreyfus Fund, New York (a mutual fund), Doyle Dane Bernbach Inc., its agency, decided the client should use tv for the first time—and the effort has been a "lion-hearted" one.

Since advertising for a fund requires Security & Exchange Commission approval and must meet rigid requirements, copy for such a client often is lifeless and uninteresting. The trade-mark of the Dreyfus fund is a lion on the logo of the company's name. Doyle Dane Bernbach decided on a 20-second film commercial spot showing a real-life lion walking along Wall Street and then leaping up to the logo. The agency decided to use the spot on a 52-week basis on WRCA-TV New York in the station break immediately preceding the start of NBC-TV's highly-rated *Steve Allen Show*.

Although the campaign is designed exclusively as an institutional effort with copy merely pointing out that the Dreyfus Fund is a mutual fund "in which management hopes to make your money grow," the announcement has been of "great value" to Dreyfus dealers, according to Jack Dreyfus, president. Since the spot began last July, he said, dealers report that prospective purchasers have mentioned "your advertisment just before the *Steve Allen Show*" and others recall seeing the commercial when the dealer mentions it. Mr. Dreyfus is highly pleased with the commercial, but points out that the relatively high cost for the time ($2,300 per week) precludes any expansion in tv for the present.

markets, television in about 21. McCann-Erickson, N. Y., is agency.

INITIAL ENDEAVOR • Monarch Wine Co., Brooklyn, N. Y., for first drive out of Lawrence C. Gumbinner Adv. since Manischewitz Wine account's switch from Emil Mogul Co., now in process of lining up 26-week campaign using daytime minutes—"radio and/or tv"—in 20-35 markets.

TUNA TAKE-OFF • Columbia River Packers Assn. (Bumble Bee tuna), Astoria, Ore., starts six-week tv spot campaign in approximately 15 markets in northeast U. S. on Sept. 16. Richard K. Manoff, N. Y., is agency.

Florida Citrus Group Earmarks $584,000 for Quarter in Tv

The Florida Citrus Commission Wednesday approved an advertising expenditure of $1,177,400 for the new citrus year's first quarter (October through December).

It was the largest three-month ad budget ever set up by the commission, and is part of the overall $4 million advertising schedule for the entire season.

The first quarter budget earmarks $584,000 for national television; $127,000 for daily newspapers; $28,000 for Sunday newspapers; $250,000 for national magazines: $9,400 for trade paper advertising; $54,000 for a Canadian campaign including newspaper, magazine and radio; and an estimated $125,000 for production.

A full seasonal Canadian campaign calling for total expenditure of $163,200 was also approved. It includes $66,690 for radio time; $22,146 for newspapers; $31,350 for newspaper supplements, and $19,441 for *Reader's Digest*. Smaller amounts are set aside for trade advertising production.

Movie Industry Replaces Olds As Sponsor of Oscar Simulcast

NBC confirmed Thursday that the motion picture industry itself and not Oldsmobile will sponsor the Oscar awards telecast next March 26 on both NBC Radio and NBC-TV. The move marks a precedent for the motion picture group, long vocal in its dissatisfaction with any "commercial" interest peddling its wares via "interruptions" to the awards ceremony of the Academy of Motion Picture Arts & Sciences. NBC instead may offer Oldsmobile the heretofore sustaining telecasts of the Emmy awards of the Academy of Television Arts & Sciences, scheduled next March 18.

Earlier in the week the Motion Picture Producers Assn., headed by Eric Johnson, had approved "in principle" the industry-sponsorship plan submitted by the AMPPA. Under the proposal, AMPPA members and others sharing in picture profits are to be "taxed" at the rate of about one-quarter of one percent on their domestic theatrical receipts to pay for the tv presentation. About $800,000 is expected to be raised initially and money left over will go to other industry projects. NBC has charged Oldsmobile $500,000 for the package, turning over $167,000 to the movie industry to defray its costs in putting on the show.

Food Leads Spot Radio in First Half Sales

Food and grocery products formed the most-advertised category in spot radio during the first half of 1957, Station Representatives Assn. reported last week.

The report showed these products accounted for more than 18% of spot radio's $95,401,000 estimated gross billing for the six-month period [B•T, Aug. 26]. Tobacco products and supplies were second with 14.9% and drug products third with 9.3%. Automotive was fourth with 8%.

SRA said ale, beer and wine advertising in the second quarter ran 1.9% ahead of the first quarter, while gasoline and lubricants gained 2.3%. Others that increased their share of the total during the second quarter included building materials, fixtures and paints; confections and soft drinks; cosmetics and toiletries; finance and insurance; food and groceries; and household cleaners, soaps, polishes and waxes.

Comparisons with the first six months of 1956 were not available, since SRA's reporting on spot radio spending by product categories started with 1956's third quarter.

Following are the SRA breakdowns for the first and second quarters and the first half of 1957:

PRODUCTS	1ST QUARTER		2ND QUARTER		1ST HALF TOTAL	
AGRICULTURE	$1,291,000	(2.7%)	$1,230,000	(2.6%)	$2,521,000	(2.7%)
ALE, BEER AND WINE	2,902,000	(5.9%)	3,614,000	(7.8%)	6,516,000	(6.8%)
AMUSEMENT, ENTERTAINMENT	240,000	(.5%)	255,000	(.5%)	495,000	(.5%)
AUTOMOTIVE	4,020,000	(8.2%)	3,621,000	(7.8%)	7,641,000	(8.0%)
BLDG. MATERIALS, FIXTURES, PAINTS	64,000	(.1%)	661,000	(1.4%)	725,000	(.8%)
CLOTHING AND ACCESSORIES	259,000	(.5%)	397,000	(.9%)	656,000	(.7%)
CONFECTIONS AND SOFT DRINKS	699,000	(1.4%)	1,138,000	(2.4%)	1,837,000	(1.9%)
CONSUMER SERVICES	2,019,000	(4.1%)	1,717,000	(3.7%)	3,736,000	(3.9%)
COSMETICS AND TOILETRIES	2,158,000	(4.4%)	2,408,000	(5.2%)	4,566,000	(4.8%)
DAIRY AND MARGARINE PRODUCTS	202,000	(.4%)	219,000	(.5%)	421,000	(.5%)
DENTAL PRODUCTS, TOOTH PASTE, ETC.	2,487,000	(5.1%)	1,154,000	(2.5%)	3,641,000	(3.8%)
DRUG PRODUCTS	5,375,000	(11.0%)	3,513,000	(7.5%)	8,888,000	(9.3%)
FINANCE AND INSURANCE	142,000	(.3%)	607,000	(1.3%)	749,000	(.8%)
FOOD AND GROCERY PRODUCTS	8,291,000	(17.0%)	9,170,000	(19.7%)	17,461,000	(18.3%)
GARDEN SUPPLIES AND EQUIPMENT	108,000	(.2%)	203,000	(.4%)	311,000	(.3%)
GASOLINE AND LUBRICANTS	2,149,000	(4.4%)	3,103,000	(6.7%)	5,252,000	(5.5%)
HOTELS, RESORTS, RESTAURANTS	140,000	(.3%)	126,000	(.3%)	266,000	(.3%)
HOUSEHOLD CLEANERS, SOAPS, POLISHES, WAXES	998,000	(2.1%)	1,598,000	(3.4%)	2,596,000	(2.7%)
HOUSEHOLD APPLIANCES	113,000	(.2%)	196,000	(.4%)	309,000	(.3%)
HOUSEHOLD FURNISHINGS	120,000	(.3%)	95,000	(.2%)	215,000	(.2%)
HOUSEHOLD LAUNDRY PRODUCTS	644,000	(1.3%)	554,000	(1.2%)	1,198,000	(1.3%)
HOUSEHOLD PAPER PRODUCTS	146,000	(.3%)	250,000	(.5%)	396,000	(.4%)
HOUSEHOLD GENERAL	413,000	(.9%)	506,000	(1.1%)	919,000	(1.0%)
NOTIONS	1,319,000	(2.7%)	55,000	(.1%)	1,374,000	(1.5%)
PET PRODUCTS	138,000	(.3%)	208,000	(.4%)	346,000	(.4%)
PUBLICATIONS	408,000	(.8%)	385,000	(.8%)	793,000	(.8%)
RELIGIOUS	1,420,000	(2.9%)	1,173,000	(2.5%)	2,593,000	(2.7%)
TOBACCO PRODUCTS AND SUPPLIES	8,141,000	(16.7%)	6,130,000	(13.2%)	14,271,000	(14.9%)
TRANSPORTATION AND TRAVEL	1,098,000	(2.3%)	1,108,000	(2.4%)	2,206,000	(2.3%)
WATCHES, JEWELRY, CAMERAS	59,000	(.1%)	40,000	(.1%)	99,000	(.1%)
MISCELLANEOUS	1,264,000	(2.6%)	1,140,000	(2.5%)	2,404,000	(2.5%)
Total	**$48,827,000**	**(100.0%)**	**$46,574,000**	**(100.0%)**	**$95,401,000**	**(100.0%)**

PULSE

TOP NETWORK PROGRAMS

Tv Report for July

Once-A-Week

Rank		Rating July	Rating June
1.	*$64,000 Question*	26.4	27.9
2.	*Gunsmoke*	26.0	26.1
3.	*Playhouse 90*	25.9	31.5
4.	*Ed Sullivan*	25.1	29.5
5.	*What's My Line*	24.2	26.9
6.	*Alfred Hitchcock*	23.5	27.3
7.	*G. E. Theatre*	22.4	26.3
8.	*Twenty-One*	22.2	
9.	*I've Got A Secret*	22.0	
10.	*Climax*	21.9	26.9
11.	*Steve Allen*	21.7	25.4
12.	*$64,000 Challenge*	21.6	25.0
13.	*Studio One*	21.2	
14.	*Julius La Rosa*	20.8	
15.	*Lineup*	20.5	25.1
16.	*Godfrey's Talent Scouts*	20.4	24.9
17.	*Wyatt Earp*	20.4	24.3
18.	*Best of Groucho*	20.0	
19.	*Phil Silvers*	20.0	
20.	*20th Century Fox Hour*	19.5	

Multi-Weekly

1.	*Mickey Mouse Club*	12.2	15.5
2.	*Queen For a Day*	9.5	10.2
3.	*Guiding Light*	8.7	9.7
4.	*CBS-TV News*	8.5	9.9
5.	*Search for Tomorrow*	8.5	9.4
6.	*Art Linkletter*	8.2	9.0
7.	*Love of Life*	7.9	8.8
8.	*Arthur Godfrey*	7.8	8.9
9.	*NBC News*	7.8	9.1
10.	*Captain Kangaroo*	7.7	8.8

NIELSEN

TOP 10 NETWORK PROGRAMS

Tv Report for July 28-Aug. 10

TOTAL AUDIENCE †

Number of Homes (000)

Rank		Rating
1.	*Heavyweight Champ. Fight*	17,007
2.	*Gunsmoke*	13,541
3.	*All Star Football Game*	12,332
4.	*Ed Sullivan Show*	11,324
5.	*A. Hitchcock Presents*	11,083
6.	*Playhouse 90*	10,841
7.	*20th Century Fox Hour*	10,720
8.	*$64,000 Question*	10,720
9.	*What's My Line*	10,639
10.	*G. E. Theatre*	10,277

Per Cent of Homes *

1.	*Heavyweight Champ. Fight*	47.5
2.	*Gunsmoke*	34.8
3.	*All Star Football Game*	32.4
4.	*A. Hitchcock Presents*	28.9
5.	*Ed Sullivan Show*	28.8
6.	*What's My Line*	28.8
7.	*Playhouse 90*	28.3
8.	*20th Century Fox Hour*	28.1
9.	*$64,000 Question*	27.3
10.	*G. E. Theatre*	26.4

AVERAGE AUDIENCE ‡

Number of Homes (000)

1.	*Heavyweight Champ. Fight*	14,992
2.	*Gunsmoke*	12,654
3.	*A. Hitchcock Presents*	9,672
4.	*$64,000 Question*	9,672
5.	*What's My Line*	9,591
6.	*G. E. Theatre*	9,229
7.	*I've Got A Secret*	9,027
8.	*$64,000 Challenge*	8,826
9.	*Richard Diamond*	8,665
10.	*20th Century Fox Hour*	8,221

Per Cent of Homes *

1.	*Heavyweight Champ. Fight*	41.9
2.	*Gunsmoke*	32.5
3.	*What's My Line*	25.9
4.	*A. Hitchcock Presents*	25.3
5.	*$64,000 Question*	24.6
6.	*G. E. Theatre*	23.7
7.	*$64,000 Challenge*	23.1
8.	*I've Got A Secret*	23.0
9.	*Richard Diamond*	22.1
10.	*20th Century Fox Hour*	21.6

(†) Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.

(‡) Homes reached during the average minute of the program.

* Percented ratings are based on tv homes within reach of station facilities used by each program.

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ARB

TOP 10 NETWORK PROGRAMS

Tv Report for Aug. 1-7

Rank		Rating
1.	*Gunsmoke*	36.2
2.	*I've Got a Secret*	30.4
3.	*Twenty-One*	29.8
4.	*What's My Line*	28.7
5.	*Lawrence Welk*	28.3
6.	*$64,000 Question*	27.8
7.	*Climax*	25.9
8.	*Ed Sullivan*	25.9
9.	*Alfred Hitchcock*	25.5
10.	*G. E. Theatre*	25.3

Rank		Viewers
1.	*Gunsmoke*	38,220,000
2.	*I've Got a Secret*	30,280,000
3.	*Lawrence Welk*	29,320,000
4.	*Ed Sullivan*	27,520,000
5.	*Steve Allen*	27,510,000
6.	*Twenty-One*	27,350,000
7.	*G. E. Theatre*	24,170,000
8.	*Climax*	24,120,000
9.	*$64,000 Question*	24,020,000
10.	*Alfred Hitchcock*	23,720,000

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BACKGROUND: The following programs, in alphabetical order, appear in this week's B•T tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

Steve Allen Show NBC-130): participating sponsors, Sun. 8-9 p.m.

All-Star Football Game ABC-128): Pabst (N,C&K), Standard Oil (D'Arcy), Pure Oil (Burnett), Fri. Aug., 9-9:30 p.m.-conclusion.

Best of Groucho (NBC-180): De Soto (BBDO), Toni (North), Thurs. 8-8:30 p.m.

Captain Kangaroo (CBS-various): participating sponsors, Mon.-Fri. 8-9 a.m.

CBS News (CBS-154): participating sponsors, Mon.-Fri. 7:30-7:45 p.m.

Climax (CBS-168): Chrysler (M-E), Thurs. 8:30-9:30 p.m.

G. E. Theatre (CBS-154): General Electric (BBDO), Sun. 9-9:30 p.m.

Arthur Godfrey (CBS-116): participating sponsors, Mon.-Thurs. 10-11:30 a.m.

Godfrey's Scouts (CBS-165): Lipton (Y&R), Toni (North), Mon. 8:30-9 p.m.

Guiding Light (CBS-118): Procter & Gamble (Compton), Mon.-Fri. 12:45-1 p.m.

Gunsmoke (CBS-154): Liggett & Myers (D-F-S) alternating with Remington Rand (Y&R), Sat. 10-10:30 p.m.

Heavyweight Championship Fight (NBC-175): Buick (Kudner), Mon. July 29, 10-10:56 p.m.

Alfred Hitchcock Presents (CBS-144): Bristol-Myers (Y&R), Sun. 9:30-10 p.m.

I've Got a Secret (CBS-199) R. J. Reynolds Tobacco (Esty), Wed. 9:30-10 p.m.

Julius La Rosa Show (NBC-156): participating sponsors, Sat. 8-9 p.m.

The Lineup (CBS-162): Brown & Williamson Tobacco Co. (Bates), Procter & Gamble (Y&R), Fri. 10-10:30 p.m.

Art Linkletter (CBS-114): participating sponsors, Mon.-Fri. 2:30-3 p.m.

Love of Life (CBS-160): American Home Products (Bates), Mon.-Fri. 12:15-12:30 p.m.

Mickey Mouse Club (ABC-94): participating sponsors, Mon.-Fri. 5-6 p.m.

NBC News (NBC-93): participating sponsors, Mon.-Fri. 7:45-8 p.m.

Playhouse 90 (CBS-134): American Gas Assn. (Lennen & Newell), Bristol-Myers (BBDO), Philip Morris (Burnett), Thurs. 9:30-11 p.m.

Queen For a Day (NBC-152): participating sponsors, Mon.-Fri 4:30-5 p.m.

Richard Diamond (CBS-184): General Foods (Benton & Bowles), Mon. 9:30-10 p.m.

Search for Tomorrow (CBS-133): Procter & Gamble (Burnett), Mon.-Fri. 12:30-12:45 p.m.

Phil Silvers (CBS-191): Reynolds Tobacco (Esty), Procter & Gamble (Burnett), Tues. 8-8:30 p.m.

$64,000 Challenge (CBS-117): P. Lorillard (Y&R), Revlon (BBDO), Sun. 10-10:30 p.m.

$64,000 Question (CBS-172): Revlon (BBDO), Tues. 10-10:30 p.m.

Studio One Summer Theatre (CBS-100): Westinghouse Electric (M-E), Mon. 10-11 p.m.

Ed Sullivan Show (CBS-174): Lincoln-Mercury (K&E), Sun. 8-9 p.m.

Twentieth Century Fox Hour (CBS-133): Revlon (LaRoche), Wed. 10-11 p.m. alt. weeks.

What's My Line (CBS-157): Helene Curtis (Ludgin), Remington Rand (Y&R), Sun. 10:30-11 p.m.

Wyatt Earp (ABC-103): General Mills (D-F-S), Procter & Gamble (Compton), Tues. 8:30-9 p.m.

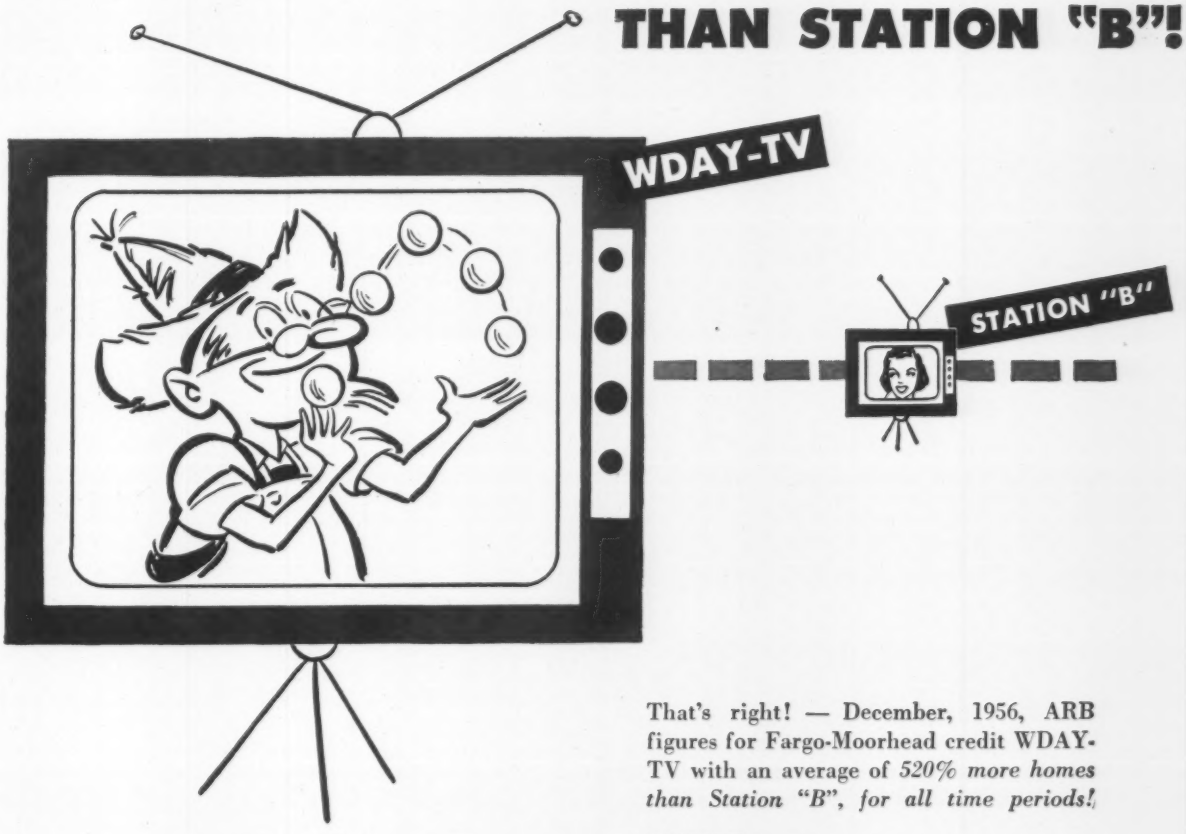
Antell Consolidates Billing In Shift From Katz to Venze

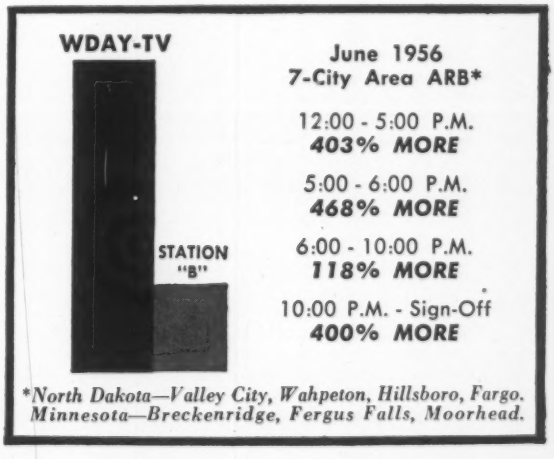
Charles Antell Inc. (Formula 9, hair spray, men's and women's shampoos), Baltimore, has announced the transfer of its $3 million account to Paul Venze Assoc., Baltimore, from the Joseph Katz agency, that city. The change is effective Oct. 1.

Almost all of the billing is in television, with most of it involved in film-for-time deals. Venze Assoc. has done the time-buying for the firm for some time and now will handle the creative work as well. According to Charles Weigert, director of advertising and marketing for Antell, the firm simply "didn't feel the need for two agencies."

Antell has been active in film-for-time trading for over a year [B•T, March 27] and now is represented in 98 markets. Contracts are all on a 52-week basis, so that its activities will remain unchanged, basically, until the end of the year. At that time, according to Mr. Weigert, Antell hopes to expand into print and possibly increase its limited use of radio. Coincident with the agency switch, Antell will increase its own advertising department from 8 to 18.

WDAY-TV DELIVERS 520% MORE FARGO-MOORHEAD HOMES THAN STATION "B"!





*North Dakota—Valley City, Wahpeton, Hillsboro, Fargo.
Minnesota—Breckenridge, Fergus Falls, Moorhead.*

That's right! — December, 1956, ARB figures for Fargo-Moorhead credit WDAY-TV with an average of *520% more homes than Station "B", for all time periods!*

WDAY-TV gets—

760% More—12 Noon to 5:00 P.M.!
872% More—5:00 P.M. to 6:00 P.M.!
181% More—6:00 P.M. to 10:00 P.M.!
270% More—10:00 P.M. to Sign-Off!

That's just the Fargo-Moorhead picture. June, 1956 ARB figures (left) prove that WDAY-TV is almost as popular in five other Red River Valley cities — *each between 40 and 60 miles away!*

Your Peters, Griffin, Woodward Colonel has all the facts.

P. S. *Average ARB Rating, 6:00 - 10:30 P.M., WDAY-TV—43.6. Station "B"—11.9.*

WDAY-TV

FARGO, N. D. • CHANNEL 6
Affiliated with NBC • ABC

PETERS, GRIFFIN, WOODWARD, INC.
Exclusive National Representatives

THE GRAY GHOST

Excitement-charged as a cavalry raid, THE GRAY GHOST dramatizes the life and legend of one of the Civil War's great soldier-statesmen, dashing Colonel John S. Mosby.

THE GRAY GHOST, starring Tod Andrews, documents the true-life adventures of Colonel Mosby and his famed Raiders, daredevils on horseback whose fearless exploits behind the Union lines comprise one of the most eventful chapters in America's colorful history.

Epic in scope, universal in appeal—THE GRAY GHOST (39 half-hours) has already been sold to such major regional advertisers as Habitant Soups (throughout New England), Loblaw food chain (upper New York State and Erie) and Colonial Stores (Virginia, the Carolinas, Georgia and Alabama).*Other territories are going fast, so act quickly. Call...

CBS TELEVISION FILM SALES, INC.

"...the best film programs for all stations"

*Also signed are Welch Grape Juice; Gunther Beer; Sears, Roebuck; Freihofer Baking Co.; Block Drug Co.; Adams Dairy; Foley's Department Store (Houston) and many others.

Merchandising Activity Accelerated by CNP

California National Productions Inc., NBC subsidiary, is stepping up its merchandising activity.

In a move hailed by CNP as "multi-directional" and aimed to "broaden the base of manufacturer's values in merchandising and vertically to intensify services for present franchise holders," California National has formed a new "Products Development Board."

CNP plans to work closely with the licensed manufacturers on a step-by-step basis. As expressed by Robert R. Max, manager of the division, "Merchandising cannot be attached to a product at the last minute in the hope of making it more salable. It must be carefully built in and developed from the ground up. Only then can the product be correctly marketed and promoted."

The division's new board will include Mr. Max, formerly advertising and sales promotion manager of Food Fair Stores and the Welch Grape Juice Co.; Selwyn Rausch, former head of merchandising for Terrytoons Inc. and for the Hal Horne Organization; Gladys Murray, former exploitation manager for Eagle Lion Films and vice president of Dogpatch Styles (an Al Capp enterprise); Mario Trombetta, formerly in art and package design with Terrytoons Inc. and Transfilm Inc., and Serge Valle, manager of NBC Television Films' research and sales development department, who will handle product and market research.

Emphasis by the board is to provide a follow through after a product has been launched. This would include sales plans, promotional themes, point-of-sale materials, program or personality cooperation, advertising, publicity and exploitation. Thus, the board will originate, develop, market and promote products in cooperation with manufacturers licensed for NBC and California National personalities and programs (network shows and syndicated film series).

Mr. Max said his firm believes the new blueprint "to be the most comprehensive concept of character merchandising yet undertaken."

A variety of manufacturers, some of them leading toy makers, are licensed by the division to make and sell products identified either with NBC or the subsidiary firm. Among products and their manufacturers CNP lists for immediate distribution are "Twenty One" quiz game by Lowell Toy Co.; "Tic-Tac-Dough" quiz game by Transogram Inc. and "Little Rascals" dolls by Ideal Toy Co.

Scheduled to be on sale in stores in the next few months: "Silent Service" plastic puzzle by Pract-Cole products; "Kokomo Jr." pull toy by Tee-Vee Toys, phonograph records by RCA Victor and Bend-Me and Squeeze-Me toys by Bayshore Industries; "Life of Riley" comic books by Dell Pub. Co.; "Little Rascals" squeeze toys by Bayshore and "Sir Lancelot" picture story books by Whitman Pub. Co.

Newly placed in distribution also are "Kokomo Jr." dolls and puppets by Franch Doll Co. and Clown Ball Game by Happy Hour Game Co. and "Little Rascals" coloring books by Saalfield Pub. Co.

Franchise agreements are made with manufacturers on the basis of percentage royalties. CNP has four divisions, the merchandising unit, NBC Television Films (syndicated tv series), theatrical unit (NBC Opera Co. and interests in some legitimate theatre products) and film service (Calatron system for training and industrial films).

NEW DESIGN *is discussed by Robert Max (c), manager of California National Production's merchandising division, with members of the division's new Products Development Board. L to r: Mario Trombetta, Gladys Murray, Mr. Max, Selwyn Rausch and Serge Valle. Some of the merchandise identified with NBC programs and personalities (CNP syndicated film shows also are handled) are in the photo:* Twenty One *and* Tic-Tac Dough *quiz games are on the table, while Kokomo Jr. doll and bean toss are seen on the wall.*

TPA Names 3 to Board, 2 V.P.s, Budgets $6 Million for 1957-58

Television Programs of America Inc.'s 10-day management meeting, concluded last week, resulted in election of three new members of the board of directors and two vice presidents and a 1957-58 production budget of at least $6 million.

New directors, announced by President Milton A. Gordon, are Michael M. Sillerman, executive vice president; Leon Fromkess, vice president for production, and Bruce Eells, vice president, western division.

Newly elected vice presidents are Walt Plant, manager of central division, to vice president for that division, and Kurt Blumberg, vice president for sales coordination. The latter had been assistant vice president. Mr. Plant and Mr. Blumberg, as well as Mr. Eells, report to Mr. Sillerman, who is responsible for all sales.

In disclosing TPA's initial appropriation of $6 million for new programs, Mr. Gordon stated that TPA plans to do at least five new half-hour tv film shows. One of these is *Turning Point,* to be produced in equal partnership with Entertainment Productions Inc. Four other new programs have been selected on which pilot films are to be made later this year, Mr. Gordon said, adding that TPA has taken options on 14 other new programs of which it will select several more for possible production next year.

SILLERMAN FROMKESS EELLS PLANT BLUMBERG

McWilliams Plans Film Firm To Operate in Latin America

Harry K. McWilliams, formerly with Screen Gems, Columbia Pictures and other radio-tv and motion picture organizations, announced last week he is forming his own company for production of live television and radio programs in Latin America and the distribution of films for television in that area.

He was in New York last week to negotiate for Latin American rights to a number of programs currently on U. S. networks. He plans to produce and sell the shows in Mexico, Cuba, Venezuela, Colombia, Puerto Rico and other countries in South and Central America.

Louisville's FOREMOST and BEST KNOWN FIGURE

WHAS-TV's Channel 11 figure is a standout . . . reminding viewers that for outstanding programs, whether community service, entertainment or news and weather, WHAS-TV is the answer.

Staff-taken film of Eastern Kentucky's vicious 1957 flood ran daily in the WHAS-TV news programs—Louisville's only television news coverage of scope and depth. WHAS-TV newsreel of Governor Chandler's bid for the Democratic presidential nomination in 1956 won a Sigma Delta Chi award. The exclusive daily newsreel is typical of WHAS-TV's unique programming.

The Channel 11 figure should remind you that for selling results, your advertising deserves individual attention . . . and the ADDED IMPACT OF PROGRAMMING OF CHARACTER. In Louisville, WHAS-TV programming PAYS OFF!

FOREMOST in Service—
BEST in Entertainment!

316,000 WATTS
Channel 11
WHAS-TV
LOUISVILLE, KENTUCKY

VICTOR A. SHOLIS, Director
Represented Nationally by Harrington, Righter & Parsons
Associated with The Courier-Journal and Louisville Times

BASIC CBS-TV Network

NTA Opposes Barter Operations As 'Detrimental to Tv Industry'

National Telefilm Assoc., New York, which has explored the possibility of setting up a "barter" operation, last week went on record as opposed to this method of film distribution and characterized it as "detrimental to the entire television industry."

This statement of policy was issued by Oliver A. Unger, vice president of NTA, who referred only indirectly to the much-discussed NTA-Exquisite Form Brassiere barter negotiations which failed to shape up. Without mentioning the bra company, Mr. Unger declared:

"To test the efficiency of this type of distribution [barter], we organized a separate division of our company to conduct some experiments in this field. After taking soundings in various parts of the country, we have concluded that the interests of the stations, the advertisers and film distributors would best be served by an immediate and complete halt to this experiment."

Mr. Unger said NTA is ceasing all "bartering" activities immediately. He castigated "barter deals" in sharp terms, claiming they "downgrade the values both of film and station time."

Guild Buys 1,200 Shorts

Acquisition by Guild Films Co., New York, of approximately 1,200 short subjects produced by RKO Pictures was announced last week by Reub Kaufman, Guild president. The films were purchased for an undisclosed price from C & C Television Corp., which obtained them when it purchased the RKO pre-1948 library almost two years ago.

The films include more than 500 comedies, featuring such personalities as Edgar Kennedy, Leon Errol, Jimmy Gleason, Ned Sparks and Benny Rubin. Other product includes musicals, sports features and documentaries. Sales plans for the films will be announced shortly, Mr. Kaufman said.

WOODY WOODPECKER perches on the shoulder of Ernest B. Hueter, general advertising manager for Interstate Bakeries Corp., Los Angeles firm which has hired the bird for its tv spots. Walter Lantz (c), creator of the cartoon bird and president of Walter Lantz Productions, signed for his protege to do 15 commercials on four Interstate bread products. At right is Al Buffington of Dan B. Miner Co., Interstate agency.

NBC RADIO, AFFILIATES EXCHANGE COMPENSATION, CLEARANCE PLEAS

- **Affiliates term New York sessions as constructive**
- **P&G's return to network radio for Gleem disclosed at meet**

Pleas by NBC Radio officials for better station clearances and station requests for network consideration on a number of points —including compensation increases and abandonment of six-second participating sales by the network—highlighted last week's session of NBC Radio affiliates with NBC officials.

No formal action was taken on the station requests, but the consensus of many participants was that the two-hour discussion they evoked with network officials was "constructive" and would lead to the solution of "a number of housekeeping problems" in network-affiliate relationships. Few if any affiliates appeared to expect that NBC would in fact drop its six-second participations or, at this time, increase station compensation rates.

After the session the affiliates issued a statement saying they had listened "with interest and enthusiasm to the reports . . . on the tremendous progress on all fronts"; were "particularly gratified by the upsurge in sponsored time which has given NBC undisputed leadership in the radio industry"; regard the announcement of new and impending sales as "further evidence of the radio network's great vitality," and "commended the network for its continuing effort to strengthen its program structure and enlarge its area of service to the public."

Aside from compensation and elimination of six-second participations, points on which affiliates had asked consideration—and which were discussed at length in the session with NBC officials—included limiting the number of sponsors of the five-minute *News on the Hour* broadcasts to two, in order to lessen the chance of conflicting with local or national-spot sponsors; tightening of the production of commercials on *Monitor* and restricting them to those scheduled in advance; return of the morning *Bandstand* program to its original concept of using name bands instead of a house band, and limiting the use of the "Hot Line" service to really hot news only.

The session, held Thursday as part of a three-day New York meeting of NBC television and radio affiliates (see stories, below and page 46), also was informed that Procter & Gamble, No. 1 radio and tv advertiser, was returning to network radio via a contract with NBC Radio for some 40 announcements a week for 13 weeks. Details were not disclosed, but it was understood the product is Gleem toothpaste.

The meeting was closed to newsmen, but participants said NBC officials put heavy emphasis on the need for better clearance of network programs, stressing that NBC Radio is now on the move and that the only thing that can hold it back is inadequate clearances.

Clearances were said to be a main theme in talks by both NBC President Robert W. Sarnoff—who, incidentally, also stressed the importance of clearances in his address to the tv affiliates—and Matthew J. Culligan, NBC vice president in charge of the radio network.

Mr. Sarnoff was quoted as saying that 1957 is the first year in the last 10 that NBC Radio has improved its financial position, and that each quarter of this year has surpassed the preceding one.

He also was said to have told the radio affiliates that NBC is willing to continue investing large sums in the radio network provided it can see break-even or profitable operations ahead—and that in the last analysis clearances are the key to progress.

In the same vein, Mr. Culligan was reported to have voiced disappointment with current clearances, taking the position that no shows are as widely cleared as they should be. He said real progress, including rate increases, depends on program clearances.

Mr. Culligan, making the main presentation to the affiliate group, also was said to have pointed up the network's gains in sponsored hours, its program advances, promotion activities and policies designed to help affiliates, such as the "no waste" plan which permits stations to sell network availabilities not sold by the network. He was reported to have cited gains registered by NBC o&o stations in spot and local sales and also in network compensation [B•T, Sept. 9] as an example of benefits which affiliates may gain by cooperating with network policies.

The signing of Procter & Gamble by NBC Radio marks the return of P&G to network radio after an absence of several months, and the move was seen by NBC officials as especially significant in view of the company's stature as an advertiser. P&G dropped the major portion of its network radio programs in mid-1956, and has not been on at all since March 1957.

The signing also means that all of the "big three" advertisers are once more using network radio. Colgate-Palmolive Co. is on CBS Radio and Lever Bros. is on both CBS and NBC Radio.

Five New Members Elected To NBC Radio Affiliates Unit

Five new members were elected to the NBC Radio Affiliates Executive Committee last Thursday as officials of some 125 radio affiliates convened in New York.

As announced by George W. Harvey of WFLA Tampa, chairman of the committee, they are: Ray Welpott, WKY Oklahoma City, named committee vice chairman; Douglas Manship, WJBO Baton Rouge, La., secretary-treasurer; William Grant, KOA Denver; Kenneth Hackathorn, WHK Cleve-

SEVEN

COMPANY OWNED AND OPERATED OFFICES
PROVIDE ACROSS-THE-COUNTRY SALES
ORGANIZATION TO SERVE AND SELL ADVERTISERS
AND THEIR AGENCIES ON THE SPOT

PLUS

THE MOST EFFECTIVE ON-THE-SPOT SALES TOOL:

ALL OFFICES EQUIPPED WITH THE COMPLETE STORY
OF EACH STATION AND ITS MARKET,
ON TAPE AND FILM, BRINGING THE PERSONALITIES
OF THE STATION TO THE BUYERS' DESKS THROUGH
THE USE OF PORTABLE TAPE-RECORDERS AND PROJECTORS.

HEADLEY-REED CO.

NEW YORK — PHILADELPHIA — CHICAGO — ST. LOUIS — ATLANTA — SAN FRANCISCO — HOLLYWOOD

land, and Willard Schroeder, WOOD Grand Rapids, Mich.

Other committeemen, in addition to Chairman Harvey are Harold Hough, WBAP Fort Worth; George Wagner, KFI Los Angeles, and David M. Baltimore, WBRE Wilkes-Barre, Pa. The five new members succeed Harold Grams, KSD St. Louis; G. Bennett Larson, KDYL Salt Lake City; Richard H. Mason, WPTF Raleigh, N. C.; J. Leonard Reinsch, WSB Atlanta, and William H. Rines, WCSH Portland, Me.

Lewine Named New NBC-TV V.P. For Tv Programs; Other Changes

As part of a series of promotions and reassignments within the NBC-TV program department, Robert F. Lewine last week was named vice president, television network programs. Mr. Lewine, who has served for the past nine months as vice president, nighttime television programs, will be responsible for an enlarged area of responsibility, covering daytime as well as nighttime shows.

He will continue to report to Manie Sacks, NBC vice president, television network talent and programs. Mr. Sacks also announced these changes:

Alan D. Courtney, program supervisor, to director, nighttime programs; Julian Bercovici, senior program manager, to manager, nighttime program operations, along with Joseph P. Cunneff, who has been serving in that capacity; Ernest V. Theiss, manager, production operations, to manager, nighttime program administration; David Sontag, program services coordinator, nighttime programs, to supervisor, nighttime program services.

Robert F. Aaron, station contact representative, to manager, daytime program administration; Frederick L. Wilson, program unit manager, to manager, daytime program operations; John C. Greene, management trainee, to supervisor, daytime program services; Thomas O. Loeb, network producer, to director of special programs.

Continuing in their present posts are Carl Lindemann Jr., director, daytime programs; David Tebet, manager, special programs; William V. Sargent, director, participating programs; William Hammerstein, director, program submissions, and Ross Donaldson, manager, program submissions.

Americanism Award to Sarnoff

NBC President Robert W. Sarnoff will receive the American Legion's Americanism award for his "vision and leadership in launching the NBC educational television project," W. C. Daniel, Legion national commander, announced last week. The award will be presented at the Legion's 39th annual national convention tomorrow (Tuesday) in Convention Hall, Atlantic City. Excerpts of the ceremony and Mr. Sarnoff's speech of acceptance will be broadcast by the network as part of its nightly *Nightline* program (9:35-9:50 p.m.) on the same night.

SARNOFF CHARTS TV COURSE

NBC will tackle network television's perennial summertime program problem by undertaking to turn the repeat-show season into a "training camp for program tryouts and new star development," President Robert W. Sarnoff told NBC affiliates convened in New York last week.

MR. SARNOFF

His address was a Friday morning feature of an uncommonly placid three-day meeting of more than 200 NBC television and radio affiliates, held Wednesday through Friday at New York's Waldorf-Astoria Hotel. The conclave included separate closed meetings of the radio and tv bodies, a workshop for NBC-TV optional affiliates, luncheon sessions, committee elections, and a Thursday night dinner with entertainment by Jack Paar and Dody Goodman of the *Tonight* show.

Speaking at a joint affiliates-NBC session which also featured a speech by Robert E. Kintner, executive vice president in charge of tv programs and sales—plus a hard-hitting competitive presentation which depicted NBC-TV as No. 1 daytime network and close contender for No. 1 all-around honors—Mr. Sarnoff told the affiliates that NBC's "thought and energies" are "focused on the future." He said:

"We have already laid out the program types we want developed as new NBC properties to meet our long-range needs, and we intend to keep working well ahead of requirements so that our schedules can be refreshed and our leadership assured."

He announced the formation of a special "program development unit" which will plan ahead in the general entertainment field as the network's special projects unit now does in the public interest area.

"Perhaps, eventually," he said, "the summer will become an opener for the succeeding season, instead of the tail-end of the old one."

He said that "Pete Salomon's special projects unit is already at work blueprinting major new program ventures for the 1958-59 season and beyond," and that "next month Bob Kintner, Manie Sacks and I plan to assemble all the creative people at NBC and those under contract, together with top outside production agencies, and begin screening and sifting an inventory of new program ideas for the summer and fall of 1958. Working together, we'll select the ones which look best to use, decide who can best develop them, and start them rolling for future use."

The hour-long cellomatic presentation of "Network Television: 1957-58," narrated by Sales Planning Vice President Don Durgin and also featuring NBC-TV stars in film clips and kinescopes, outlined in detail NBC-TV's program schedule for the coming year and what competition it faces on the other networks [B•T, beginning Aug. 1], stressed the strides NBC has made during the past year, detailed plans for 67% more color programming this year than last, and pointed up the coverage of NBC-TV stations.

The producers of the presentation obviously had not forgotten the barbs that ABC-TV threw at NBC last February when, in a presentation of its own, it claimed that in competitive periods it had supplanted NBC as the No. 2 network and was "the leading contender to overtake and pass the current leader" [B•T, Feb. 18]. For NBC-TV's presentation was studded with figures that put ABC-TV on the bottom, and the text made sure that nobody missed the figures.

In his address, Mr. Sarnoff told the affiliates that NBC faces the future with "measured optimism"—confident that "threats to our existence that continue to ferment outside the industry" will "ultimately be resolved in favor of free broadcasting, founded on the network system," and that "our progress will quicken in the coming year and . . . our leadership is assured."

He said he based his confidence on "our organizational strength" and "creative resources," and on "the strength of the ties that bind NBC and its affiliates."

He especially stressed the importance of station clearance for network programs. Asserting that an advertiser can not get maximum results without "action by the station" as well as by the network, he said:

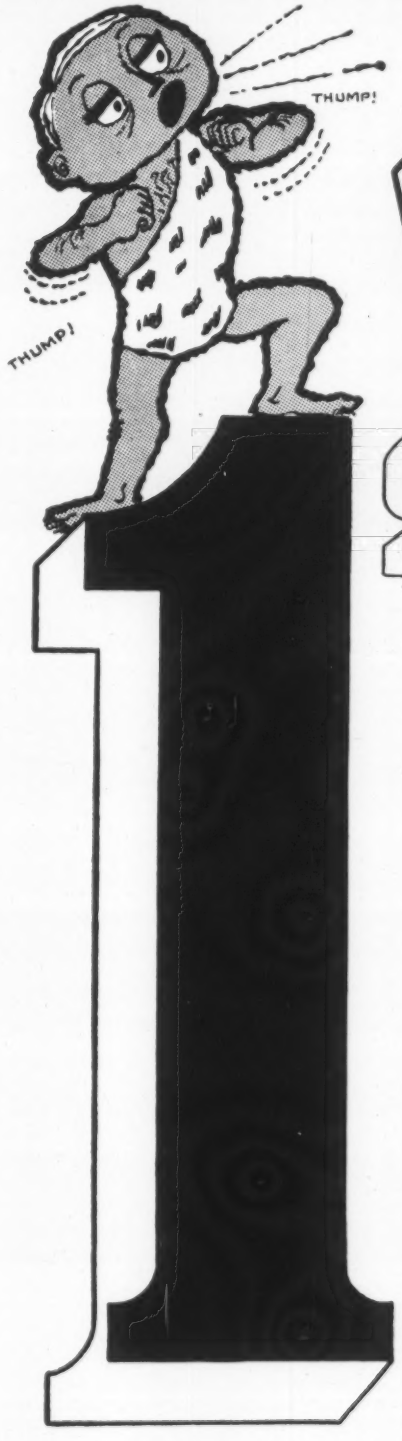
"A station which does not clear for a network program is, to that extent, reducing the audience for the program and its advertising efficiency. And to get right down to details, a station which insists on a middle station break in a major hour drama, as a condition of clearance, is certainly not making its maximum contribution to the common effort.

"Now neither of these situations, in isolation, may be fatal to the success of any particular network program or to the network service as a whole. And a station may well feel that the balance of its own interest lies in favor of passing up one or more network shows or insisting on the station break. But I would quarrel with the soundness of that judgment from the station's own viewpoint, because every affiliate has the strongest self-interest in having a network service that will perform to the maximum for the audience and advertiser.

"When network competition is so keen, and when hard selling is the order of the day, even a nibbling away at the audience and advertising values can tip the scale the wrong way. Our drive for leadership—which is your leadership too—is all-out and your joining that drive on an all-out basis is the necessary ingredient for the success we expect."

The "heart" of NBC's part of this drive, he said, is "developing and maintaining the most effective schedule for the audience and the advertisers."

Of the series of governmental probes to



Radio Chicago

WJJD

1ST in Chicago

in number of listeners for your advertising dollar!

Compare: **WJJD** has lowest cost per thousand radio homes*

STATION	COST PER THOUSAND
WJJD	**$ .292**
Independent Station A	.293
Independent Station B	.38
Network Station A	.75
Independent Station C	.82
Independent Station D	1.04
Network Station B	1.10
Network Station C	1.78
Independent Station E	2.13

*Comparison based on latest Pulse ratings for Chicago 6-County Area, total rated time period, 9 a.m.-6 p.m. Mon.-Fri., and rates for one-min. Class A spots, maximum discount.

Latest Hooper (July-August, 1957) shows:

WJJD **2nd** Noon-6 p.m., Mon.-Fri.
WJJD **3rd** 7 a.m.-Noon, Mon.-Fri.

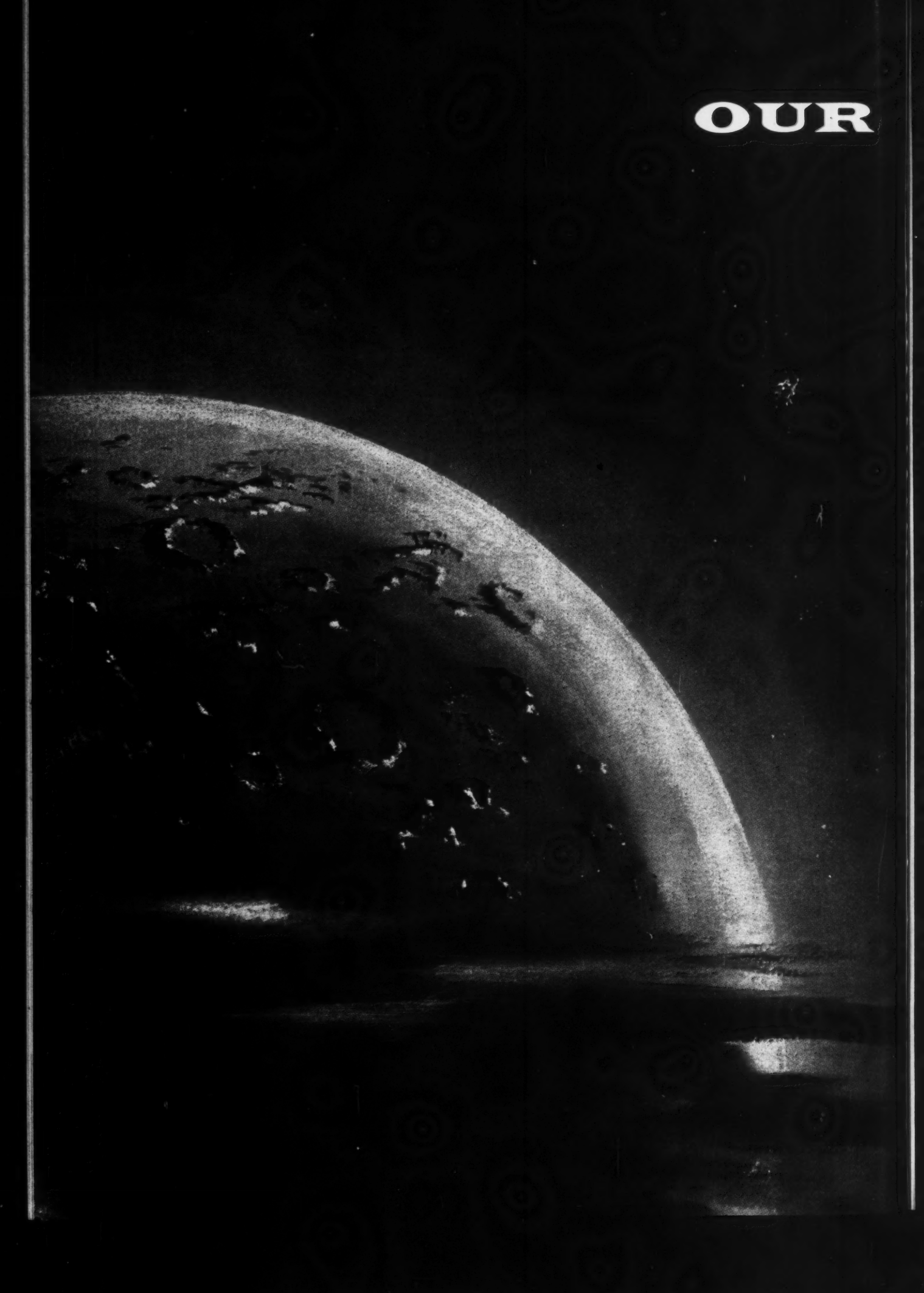
Keep your eye on these other Plough, Inc. Stations:

Radio Baltimore **WCAO** | Radio Boston **WCOP** | Radio Memphis **WMPS**

REPRESENTED NATIONALLY BY RADIO-TV REPRESENTATIVES, INC.

NEW YORK	CHICAGO	LOS ANGELES	BOSTON	ATLANTA	SAN FRANCISCO	SEATTLE
7 E. 47 St.	75 E. Wacker Dr.	111 N. LaCienga Blvd.	Statler Office Bldg.	217 Glenn Bldg.	110 Sutter St.	Tower Bldg.
MU 8-4340	FI 6-0982	OL 5-7597	HU 2-4939	JA 2-3872	GA 1-6936	EL 1868

OUR



PLACE IN SPACE

NATIONAL AWARDS *current*

OHIO STATE UNIVERSITY AWARD

First award in the national classification for a program directed to special interest groups

HEADLINERS AWARD

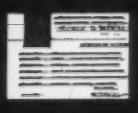
For consistently outstanding news reporting by a radio station

RADIO TELEVISION NEWS DIRECTORS ASSN. AWARD

For outstanding radio news operation

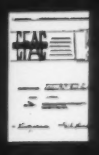
LOCAL AWARDS *current*

ILLINOIS ASSOCIATED PRESS AWARD



First place —best local regularly scheduled news program
First place —best local regularly scheduled farm show
First place —best local regularly scheduled sports show
First place —best local special events coverage
First place —best general excellence of news presentation
Second place—best documentary program

CHICAGO FEDERATED ADVERTISING CLUB AWARD



For local special features—Public service
For local programs—Audience participation
For local programs—Drama

THE MOST POWERFUL ... THE MOST OUTSTANDING

WBBM-RADIO

Base ... Chicago ...

CBS RADIO in Chicago—represented by CBS Spot Sales

wice

is now the

number 1

cost per thousand station

in Providence

Get out the slide rule, figure again . . . Providence is no longer an automatic buy because WICE is on the move! Up and up the ratings go in just eleven months of Elliot management. Do nothing 'til you see Hooper, July and August.

The ELLIOT STATIONS
great independents · good neighbors
TIM ELLIOT, President

Akron, Ohio - WCUE / WICE - Providence, R. I.

National Representatives The John E. Pearson Co.

NBC-TV, THOU BRUTE!

A Sid Caesar fan spent $33 on a small *New York Times* advertisement last week in his effort to bring the comedian back to television and succeeded in drawing about a hundred letters plus praise from NBC-TV, Mr. Caesar's former long-standing vehicle. New York attorney Harry J. Macklis, self-appointed head of the "Committee for Caesar's Longevity," used the theme, "Don't Bury Caesar," in his newspaper ad and asked, "Do we get Sid Caesar back or do we have to throw away our tv sets?" NBC-TV hailed Mr. Macklis as "the sort of loyal fan who plays a most vital role in television today" but had no comment about the prospects of reviving *Caesar's Hour*, dropped reportedly because of loss of rating.

which networks have been subjected, Mr. Sarnoff said that "even though we lead dangerous lives, I am optimistic enough to feel that investigations of the network operation will produce a body of knowledge which—if it is fairly considered—will lead to understanding. And with a realistic understanding of how and why we operate, we need not fear dismemberment. It is hard for me to believe that a service which has such great public acceptance and support, and which serves such important public needs, will be consciously or unconsciously damaged by those pledged to protect the public interest."

Mr. Sarnoff singled out Mr. Kintner and his associates "for their tremendous accomplishment in building this [fall program] schedule and for the creative imagination that went into it—not only in terms of show business, but also in terms of advertising business."

The cellomatic presentation stressed the advances NBC-TV has made during the past year, compared with the records of the other networks. Where last October's "Top 30" shows included three of ABC-TV's, 21 of CBS-TV's and six of NBC-TV's, the presentation reported, in June the score was two for ABC, 15 for CBS and 13 for NBC. Similar comparisons were made in terms of average audience ratings, homes reached per average minute, and average share of audience throughout the week—all showing marked gains by NBC.

In a further comparison—how each network's average rating stacked up against the average for all three networks—the study put NBC's June average 10% above "par," CBS-TV's 16% above, and ABC-TV's 26% below. "This," the affiliates were told, "is perhaps the simplest way to show what has happened during the 1956-57 season—NBC gaining ground against CBS in the two-network race for television leadership."

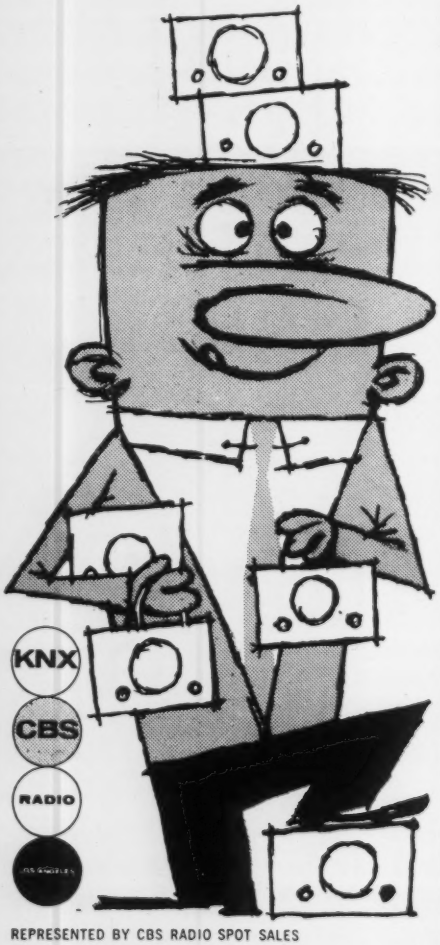
After spelling out NBC-TV's 1957-58 nighttime schedule—61% of which will be new programs—the presentation detailed the network's expanded color plans. It said

of Portland and 30 surrounding Oregon-Washington counties in the palm of her lovely hand. Her station is **KOIN-TV**. The way she reacts to buying suggestions is absolutely charming. You'll discover how charming when you learn KOIN-TV's enviable ratings from the gentlemen at CBS Spot Sales.

Buying "sets-in-use" or "ears-in-use"?

It takes more than a stack of hot records and cool personality boys to attract the *real listeners!* Listeners, that is, who tune in their ears and minds when they tune in their radios. KNX-CBS award-winning news programs, complete sports coverage, live shows and dramatic offerings each draw people who *listen* to what we—and you—offer. That's another reason the #1 radio station in Southern California is 50,000 watt

KNX · LOS ANGELES



REPRESENTED BY CBS RADIO SPOT SALES

that while CBS-TV's color schedule went from an average of 3.8 hours a month in 1954 to an average of 8.5 hours in 1957, NBC-TV's went from 5.6 hours to 70.5 hours per month in the same period—and in 1957-58 will go 67% above the level at the start of last season.

The number of stations equipped to carry network color was put at 278—144 NBC-TV affiliates, 131 CBS-TV, 11 ABC-TV, and 6 independents (14 of the stations are joint NBC and CBS affiliates). Color-equipped NBC-TV affiliates have increased 25% in the past year and now cover 97% of U. S. homes, the affiliates were told.

The presentation also pointed out that the joint NBC-BBDO "Colortown" research project makes clear that "color increases tv viewing, greatly increases interest in tv and delivers considerably more impact and advertising effectiveness, earning four times the product-mention recall of black-and-white."

Stressing daytime gains, the presentation maintained that NBC-TV's "present daytime structure, slightly ahead of CBS in total rating and homes reached, is way ahead of CBS in reaching the most valuable customer homes for most products—the young housewife-large family homes that represent the big buyers and the heaviest consumers."

The affiliates were told that in the past six months 18 advertisers had signed for some $21 million in NBC-TV daytime programming. These range from Procter & Gamble with $6 million, Lever Bros. with $3 million, Chesebrough-Ponds with $2.2 million and Minnesota Mining, Sterling Drug, and S.O.S. with from $1.5 to $1.8 million each, to such smaller investors as Owens-Corning ($100,000), Gossard and Star-Kist ($150,000 each), Park & Tilford ($300,000), Welch ($400,000), and Lanolin Plus, Pharmaco, Lehn & Fink and Dixie Cup ($450,000 each).

The presentation said NBC-TV had increased daytime sponsored hours by 26% over last year while CBS-TV increased 19% and ABC-TV, which programs relatively little in daytime, fell off 70%. Moreover, the study continued, NBC-TV optional stations in 1957 have received 22% more hours per station day and night than they did last year, and 110% more daytime commercial traffic hours than in 1956.

The presentation also called attention to NBC's study of television as an auto salesman (see story, page 28) and reported that General Motors is spending 60% of its 1957-58 network tv budget with NBC while Ford is spending 50% with NBC.

The presentation also broke down national advertisers' gross time investments for the first six months of 1957 as follows: 16% of the total billing was on ABC-TV, 46.6% on CBS-TV, and 37.4% on NBC-TV. The presentation continued:

"With the surge in NBC-TV daytime billing and the new programming set for 1957-58, by this time a year from now the billing picture should find NBC narrowing the CBS lead in gross time billings as well as in overall audience levels. . . . As NBC-TV progresses toward the No. 1 spot in the present, its place as No. 1 in television's future seems assured."

VATICAN URGES RADIO-TV SCRUTINY

Radio and television face worldwide scrutiny of their decency standards, backed by the weight of the papacy.

In the first encyclical dealing specifically with radio and tv, Pope Pius XII has ordered creation of national offices in all countries where they do not now exist. These are to use "positive action and authority" to combat undesirable films and radio-tv programs "so that by means of this difficult and extensive province of the arts, Christian ideas may be ever more widely spread."

The 13,000-word encyclical, titled *"Miranda Prorsus,"* (Latin for "The Remarkable Inventions") was dated Sept. 8 and was made public last week in *L'Osservatore Romanano,* Vatican newspaper.

A 1936 encyclical on motion pictures led to creation of the Legion of Decency in the U. S. and similar organizations throughout the world. The Pope's instructions were issued to Roman Catholic episcopacy throughout the world.

In the 1936 motion pictures encyclical Pope Pius XI described supervisory agencies as "national offices of supervision whose business it would be to encourage decent films but to give others a recognized classification and then to publish their judgment and make it known to the priests and the faithful." Pope Pius XII confirmed this definition of the offices he wished to see established and enlarged their scope to include radio and television.

The new encyclical is characterized as having collected into a single document the Catholic Church's views on moral and religious problems dealing with radio, television and motion pictures.

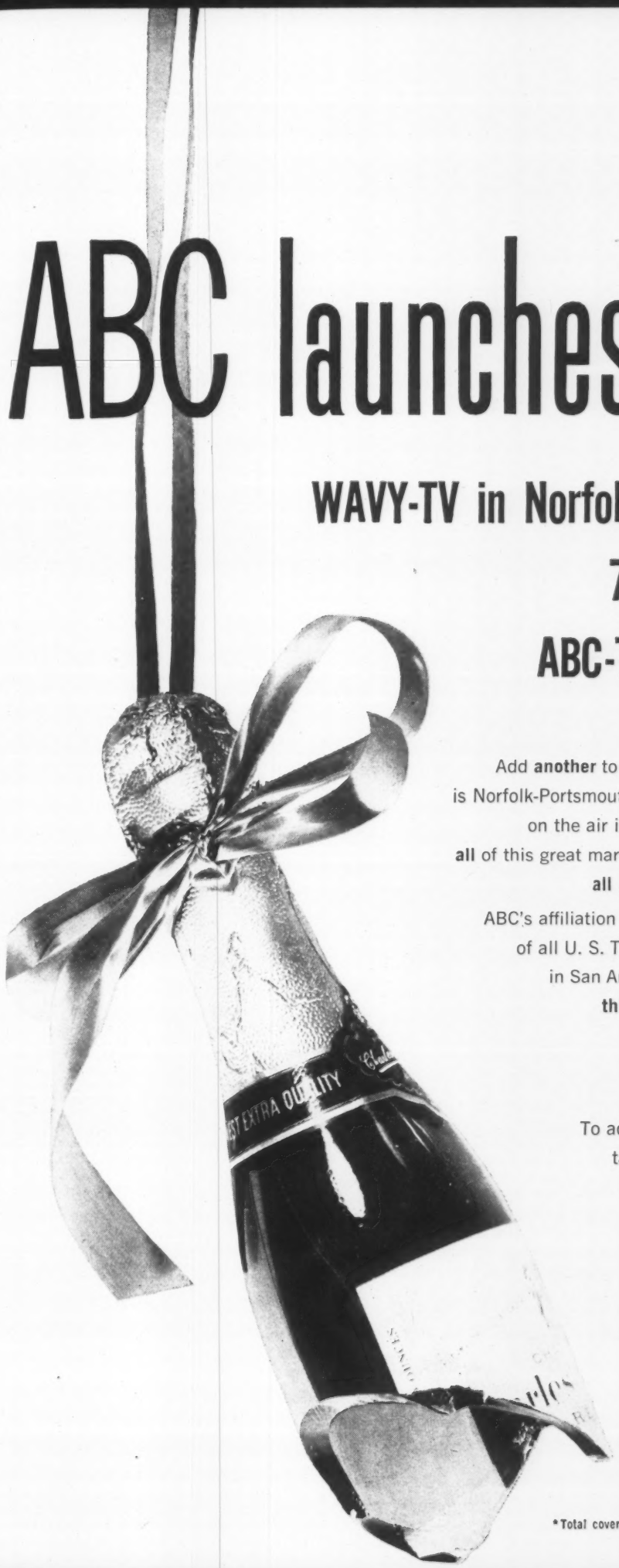
The Pope, referring to radio, said it was "excellent" for Catholics to take advantage of this "privilege of our century" but warned that it was necessary for listeners not only to make a wise choice of programs but also to find suitable ways to express their approval, encouragement and objections in such a way as to help radio in the performance of its educational duties. He observed that more religious programs should be broadcast.

He said the advent of television marked "an important milestone in the history of humanity." He said tv resembled both radio and motion pictures in some ways and the remarks he applied to these media also applied to tv. The Pope declared that the telecasting of liturgical ceremonies should be encouraged but he pointed out that seeing mass by television was no proper substitute for attending church and does not fulfill the obligation of hearing mass.

In 1948, the present Pope formed the Pontifical Commission for Didactic & Religious Motion Pictures, a coordinating

ABC launches another!

WAVY-TV in Norfolk sets sail as ABC-TV's 74th live station, raising ABC-TV coverage to 93.1%*



Add **another** to the growing list of ABC-TV live markets. This one is Norfolk-Portsmouth, Virginia – where WAVY-TV (Channel 10) went on the air in September as a full-time ABC-TV affiliate. Now **all** of this great market (the nation's 37th television market) can see **all** ABC-TV shows – as scheduled and programmed.

ABC's affiliation with WAVY-TV raises our **live** coverage to 78.4% of all U. S. TV homes. Already this year, we've added stations in San Antonio, Tucson, St. Louis and Miami. In the offing, **this season,** are live, competitive ABC-TV affiliates in Peoria, Indianapolis, New Orleans, Omaha, Youngstown, Boston, Amarillo and Pittsburgh. These will push our live coverage up to 85%.

To advertisers, ABC-TV extends a cordial invitation to take a closer look at the **new** ABC coverage story. And to Norfolk, it's a hearty "Welcome aboard!"

abc
television network

*Total coverage for average half-hour evening program. More than 84% of this is live!

Flint . . . the Thumb . . .

plus the Saginaw Valley . . .

ALL IN ONE BIG BUY!

WFDF's BIG new signal* delivers *all* of Northeastern Michigan in one BIG buy! To Flint add Saginaw, Bay City, the rich Thumb, and the heart of the North. NCS #2 shows WFDF as the outstate regional leader and this big new signal will add even more. Call Katz for full details.

*daytime

WFDF

Represented by The KATZ AGENCY

910 on the dial

NBC Affiliate in Flint, Michigan

group in Rome to pass judgment on public spectacles. Its activities in 1954 were extended to radio and tv under the name of the Pontifical Commission for Motion Pictures, Radio & Television. It has an executive committee and a group of specialists composed of ecclesiastics from many nations for each of the main branches of motion pictures, radio and television. The commission reportedly has stimulated establishment of control organizations in various countries.

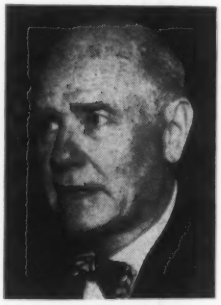
Networks officials declined to comment on the papal encyclical.

The Very Rev. Msgr. Thomas F. Little, executive secretary of the National Legion of Decency, said the encyclical will be studied and analyzed before implementation of instructions is begun.

A spokesman for the American Civil Liberties Union in New York said the group had no comment to make on the papal encyclical, pointing out the Pope had a right to inform his communicants of his views. He added, however, that if a "censorship apparatus" develops, ACLU may study this factor and issue a comment.

AB-PT Elects ABC's Hinckley To Board Executive Committee

Election of Robert H. Hinckley to the executive committee of the board of directors of American Broadcasting-Paramount Theatres Inc. was announced last week by Leonard H. Goldenson, AB-PT president. Mr. Hinckley is vice president in charge of the Washington, D. C., office of the American Broadcasting Co. Division of AB-PT.



MR. HINCKLEY

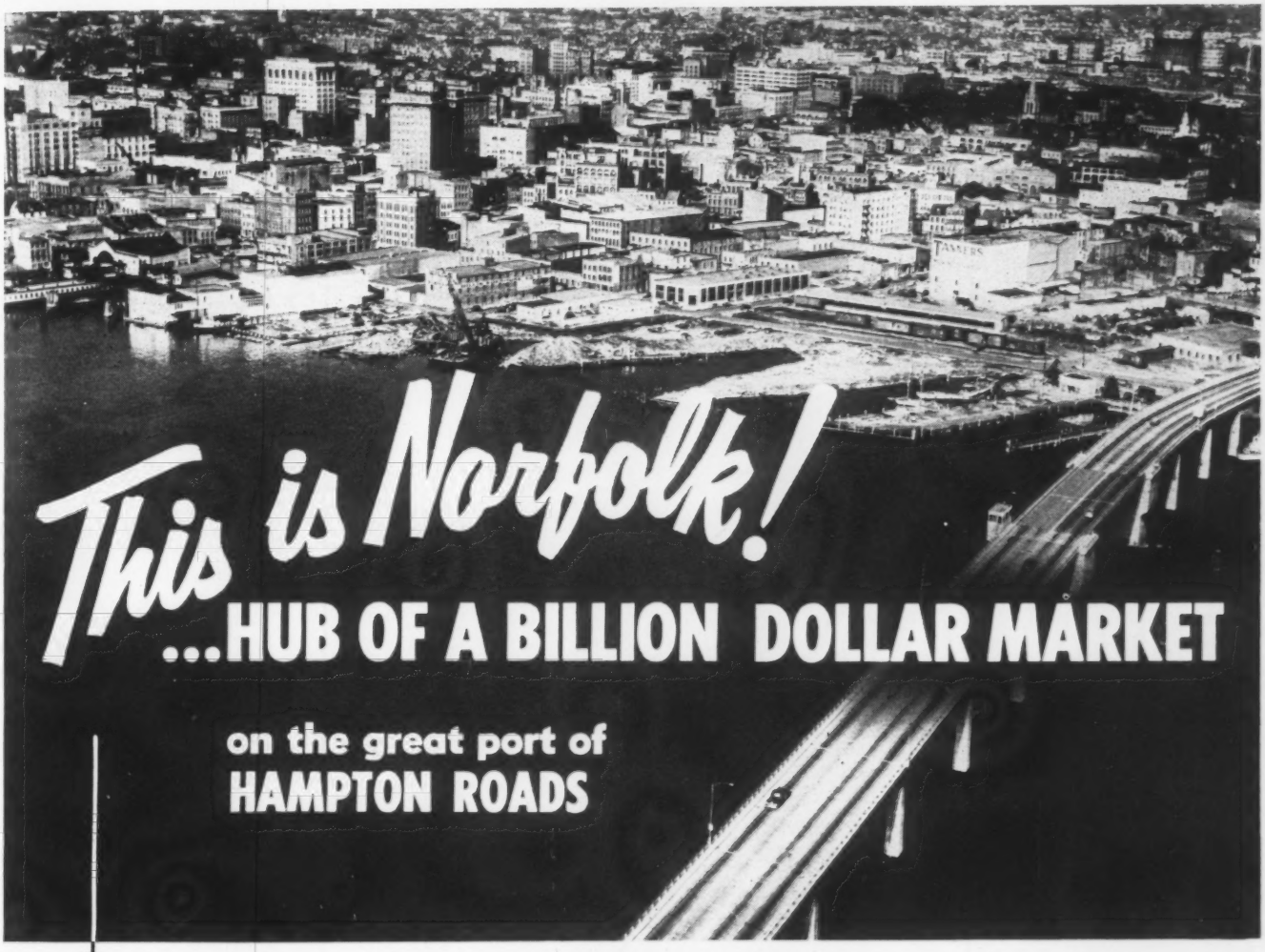
Mr. Hinckley joined the network in 1946 in his present capacity after serving in top governmental posts in Washington, including that of chairman of the Civil Aeronautics Administration. From 1942-44, he was a vice president of the Sperry Gyroscope Co. He is a director and vice president of AB-PT and a director of the First Security Corp., Ogden, Utah, and of American Paper & Supply Co., Salt Lake City.

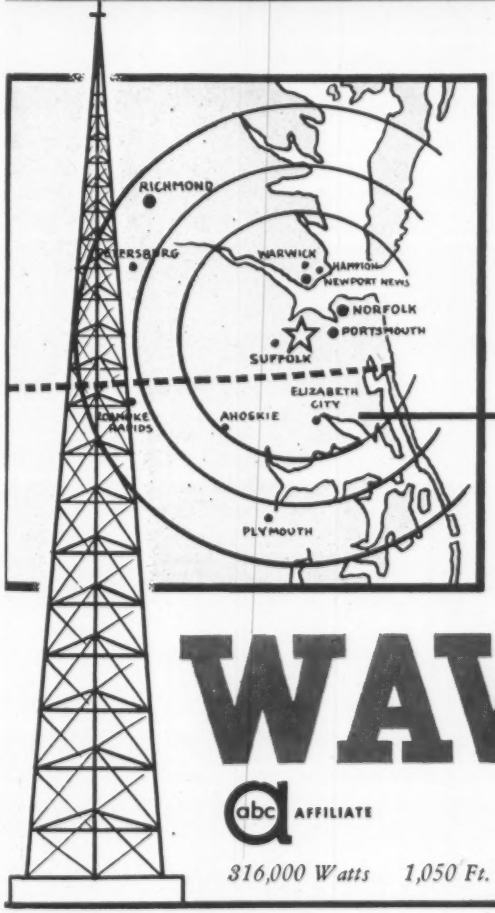
Hagerty Attacks CBS Report By Von Fremd on Gov. Faubus

CBS news correspondent Charles von Fremd and the White House differed Thursday on whether White House aides had said in essence that Arkansas Gov. Orval Faubus had decided "to throw in the sponge" in the Little Rock integration dispute.

Mr. von Fremd, a White House correspondent, reported on radio and tv early Thursday morning that presidential aides had interpreted the agreement by the governor to meet with the Chief Executive in Newport, R. I., as a decision by the Arkansan "to throw in the sponge."

Immediately following the broadcast,





This is Norfolk . . . . Virginia's largest city, heart of the vast Tiderwater area . . . . heart of the largest naval installation on the eastern coast . . . Last year Norfolk's 128,000 families spent $125,155,000 on food alone.

This is only part of what you buy when you buy WAVY-TV covering all of Tidewater and environs . . . reaching 1,753,810 people who spent more than $1,953,907,000 in retail sales alone . . . . WAVY-TV, reaching and pleasing a large segment of the southeastern coast.

this is WAVY-TV

. . . tidewater's NEW VHF Station that blankets the world's greatest port with a 316,000 watt signal

WAVY-TV

REPRESENTED NATIONALLY BY H-R

CHANNEL 10

abc AFFILIATE

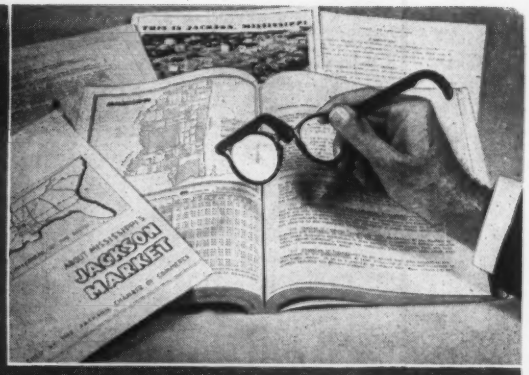
801 Middle St.
Portsmouth, Va.
Tel. EX 3-7331

709 Boush St.
Norfolk, Va.
Tel. MA 7-2345

316,000 Watts *1,050 Ft. Tower*

Hunter Phelan, Pres. *Carl Burkland, Ex. Vice Pres. & Gen. Mgr.*

People Are Watching



Jackson, Mississippi

THE SOUTH'S FASTEST GROWING TV MARKET

now 220,000*
TV Homes!

*TELEVISION MAGAZINE

It will pay you to keep your eyes on Jackson. With a metropolitan population approaching 175,000, Jackson today has an effective buying income per family of $5735.** WLBT and WJTV blanket this important metropolitan market and all of central Mississippi.

**Sales Management 1957 Survey of Buying Power

Reach this rapidly expanding market with television . . . two great stations

WLBT
NBC-ABC
CHANNEL 3
Hollingbery

WJTV
CBS-ABC
CHANNEL 12
Katz

Jackson — a progressive, modern city of the New South . . .

• University Medical Center at Jackson

• Typical Mississippi Ante-Bellum Home

. . . Retaining the charm and traditions of the Old South.

White House News Secretary James C. Hagerty told newsmen that the "television and radio comments" were untrue.

In subsequent newscasts that morning, Mr. von Fremd broadcast the White House denials but stood by his original report.

Mr. Hagerty's first denunciation of "radio-tv comments" drew fire from another quarter. Bill Whalen, news director of independent WICC-AM-TV Bridgeport, Conn., wired the White House news secretary criticizing Mr. Hagerty's failure to identify the broadcast that aroused White House ire.

CBS' Ford Package On 26 Non-Affiliates

Portions of the Ford Div.'s $5.5 million package buy on CBS Radio, the bulk of which started Sept. 2 with the remaining schedule to begin today (Monday), are being carried on stations other than CBS Radio affiliates in 26 cities where affiliates were unable to clear the time.

Today the *Ford Road Show Starring Arthur Godfrey* begins its 52-week run on a Monday-Friday basis, 5:05-5:30 p.m. It is Mr. Godfrey's first new radio vehicle in seven years; his other show on radio is *Arthur Godfrey Time*.

CBS authorities said the following cities and stations were affected by the inability to clear time (the station being used in each market for the time the affiliate was unable to clear is in parentheses):

Atlanta, WAGA (WQXI); Buffalo, WBEN (WGR); Cleveland, WGAR (WDOK); Denver, KLZ (KIMN); Detroit, WJR (CKLW and WCAR); Houston, KTRH (KPRC); Miami, WGBS (WKAT); San Diego, KFMB (KFSD); Washington, D. C., WTOP (WGMS); Corpus Christi, KSIX (KATR); Dayton, WHIO (WING); Jacksonville, WMBR (WJHP); Oklahoma City, KOMA (KBYE); Syracuse, WHEN (WFBL); Tulsa, KTUL (KFMJ); Waterbury, WBRY (WWCO); Wichita, KFH (KANS); Worcester, WTAG (WORC); Charleston, S. C., WCSC (WHAN); Ft. Smith, KFPW (KFSA); Greensboro, WBIG (WGBG); Topeka, WIBW (WREN); Winston-Salem, WTOB (WAIR); Des Moines, KRNT (KCBC); Louisville, WHAS (WKLO), and Charleston, W. Va., WCHS (WCAW).

This was the first official word of just what markets presented difficulty for CBS Radio and J. Walter Thompson, New York, Ford's agency, in clearing time for the huge package that programs four hours, 40 minutes per week for 52 weeks [B•T, May 13 *et seq.*]. In mid-summer top CBS executives including President Arthur Hull Hayes and Sales Vice President John Karol and JWT Media Director Arthur Porter, among others, were reported to have been pressed into "missionary" service contacting stations.

Programming includes the Godfrey show; Bing Crosby and Rosemary Clooney for five minutes daily in the early morning on weekdays and six five-minute programs at various times on weekends; *Murrow With the News* at 7:45-8 p.m., Monday-Friday, and the 8-8:05 a.m. segment of the 15-minute daily *World News Roundup*.

It happens every night!

Seven days a week, Warner Bros. features top those of major film companies on competing stations in Huntington, W. Va. There, nearly two-thirds of all sets in use are tuned to WSAZ-TV from 10:30 to sign-off (June ARB). Actual share of audience for Warner Bros. features is a whopping 64.2%—more than double the 24.9% for features on Station "B" and more than five times greater than the 10.9% for those on Station "C". No surprise, this . . . for Warner Bros. features have a habit of dominating the picture in markets all across the country. To see how quickly they win the greatest share of audience in your area, write or phone:

a.a.p. inc.

Distributors for Associated Artists Productions Corp.

345 Madison Ave., MUrray Hill 6-8585 **NEW YORK**
75 E. Wacker Dr., DEarborn 2-2030 **CHICAGO**
1511 Bryan St., RIverside 7-8565 **DALLAS**
9110 Sunset Blvd., CRestview 6-6886 **LOS ANGELES**

ZENITH WINS LONG RCA PATENT SUIT

- **Settlement (perhaps $9-11 million) reached in 11-year case**
- **Left unsolved: effect on electronics industry patent structure**

A federal court last week settled the Zenith-RCA patent dispute but unsettled the pattern of manufacturers' royalty payments in the complex electronics industry.

Zenith loudly announced and RCA merely acknowledged that the patent dispute had been solved by court award of a multi-million-dollar package to Zenith. RCA's brother defendants were General Electric Co. and Western Electric. Five courts and 11 years of litigation marked the long battle.

Legal counsel for both principals maintained tight-lipped secrecy on the details of the settlement, which was reported to Judge Michael L. Igoe in Chicago District Court and announced by Zenith counsel last Monday. The trial had been scheduled to resume again after several lengthy delays.

Zenith claimed a "substantial" recovery from RCA, GE and Western Electric, with a sense of timing that shot Zenith stock up $6 a share on the New York Stock Exchange. (RCA stock dipped 50c the first day following the announcement.) Amount of the settlement was reliably confirmed as being between $9-11 million——or at the rate of about $1 million for each year since 1948 when Zenith incorporated its initial Delaware monopoly suit into Chicago court proceedings.

Beyond announcements of the settlement, legal parties on both sides declined to elaborate on terms, or what effect it might have on patent licensing practices involving RCA and other manufacturers. The best educated guess was that it would have none immediately and directly since the RCA-Zenith litigation involved patent aspects in foreign countries, including Canada. But Zenith now expects to compete under licenses granted by RCA, General Electric and Western Electric.

List of Charges

Through the years, Zenith has charged RCA, and later, GE and WE in its treble damages action with:

Conspiracy to monopolize electronics through an illegal patent pool.

Being responsible for business losses and damages in Canadian markets.

Forcing royalty payments under "illegal and unenforceable" patent claims. (Zenith ceased making royalty payments to RCA in 1940 on patents for radio sets.)

Not licensing Zenith to manufacture radio-tv receivers abroad.

On the other hand RCA (along with GE and WE) accused Zenith and Rauland Corp., its cathode-tube making subsidiary, of:

Patent infringement and sought to attach Zenith profits since 1946.

Violating proper court procedures with

RCA'S FAMOUS COUNSEL

Adlai Stevenson, former Illinois governor and twice-unsuccessful Democratic Presidential candidate, served as an attorney in the RCA-Zenith patent dispute, settled out of court last Monday (story this page).

As counsel for RCA, Mr. Stevenson had tendered a brief to the U.S. Supreme Court requesting a stay and a hearing in the $16 million anti-trust dispute with Zenith. The brief, filed under his name in the fall of 1954, marked his re-entry into legal activity after seven years. Associate Justice Sherman Minton denied both requests, giving Zenith the green light to begin taking deposition in its Chicago district court suit. Another brief, filed by Mr. Stevenson and John T. Cahill in mid-March 1955, with RCA counsel Cahill, Gordon, Reindel & Ohl, also was denied.

We're Moving Gold!

Moving gold because our powder is maximum power, a half mile tower high atop Mount Constitution, plus we're loaded with top CBS programming and Hollywood film features by Warner Brothers, United Artists, Columbia, and 20th Century Fox.

The nuggets we're bringing out of this rich Northwest area are 1,000,000 Canadian viewers, and 300,000 high-income Americans who make up the bulk of our stake.

Assays show our Mother Lode produces up to 70% of the total viewing audience in our claim . . . a claim to remember.*

So let us put power into your message . . . power that will dig deep into this rich vein of ore. Bright gold that winds throughout the great Northwest territory.

*International Surveys Inc.

KVOS | TV

Studios in Bellingham, Washington

sales soar

because you reach more

on Detroit's channel

WJBK-TV

the station that saturates

where buying power concentrates

Channel 2 is the No. 1 choice in the 1,700,000 TV homes in Southeastern Michigan, including the big buying power of Metropolitan Detroit and the heavily populated Flint and Port Huron areas. Help yourself to a 9 billion dollar sales potential in the nation's fifth market! Reach 'em best on WJBK-TV.

MOST VIEWERS! No. 1 (Pulse and ARB) in 1,700,000 Detroit and outstate TV homes.

MAXIMUM POWER! 100,000 watts, 1,057-foot tower

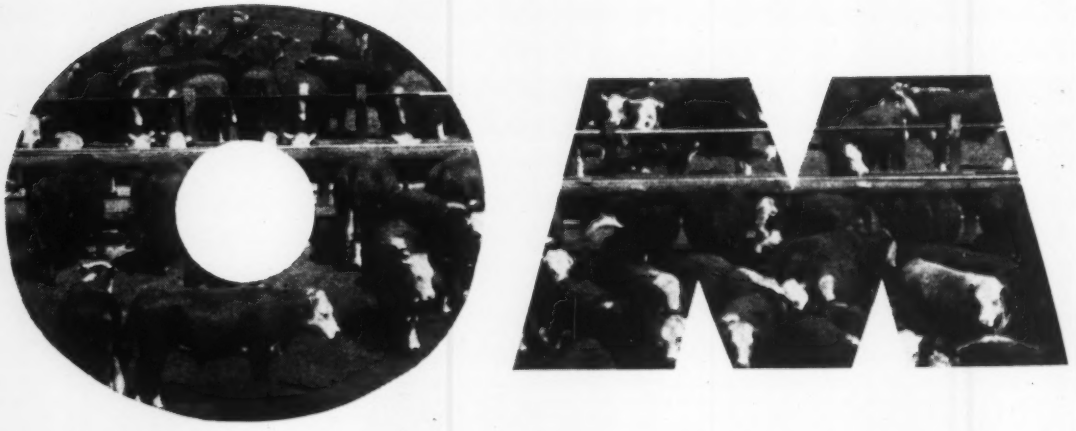
TOP CBS AND LOCAL PROGRAMS

A STORER STATION

Represented by THE KATZ AGENCY, INC.

STORER NATIONAL SALES OFFICES: 625 Madison, New York 22, N.Y., 230 N. Michigan, Chicago 1, Ill., 111 Sutter, San Francisco, Cal.

Now ABC-TV is packing 'em in in



ABC Television adds a brand-new live affiliate in Omaha. It's KETV Channel 7--and with it, ABC-TV coverage is boosted to 93.5%*

Starting September 17, ABC-TV has its very own live outlet in Omaha —America's booming, beefy 34th television market in the heart of the Middle West. KETV is a full-time live affiliate. It is bringing all ABC-TV shows—as scheduled and programmed—to all Omaha.

Since January 1st, ABC-TV has corralled no fewer than eight new live competitive affiliates: in San Antonio, Tucson, St. Louis, Miami, Norfolk, Peoria, Indianapolis and New Orleans. Upcoming this season are Youngstown, Boston, Amarillo and Pittsburgh.

As you see, Omaha is just one of a whole herd of newcomers. You ought to get the complete count right now.

abc

* Total coverage for an average half-hour evening program—more than 86% of which is live!

WE
HEARTILY
RECOMMEND
AND
ENDORSE

Carolyn Sholdar Associates

30 PARK AVENUE, NEW YORK 16, N.Y.

WLWA-TV

CHANNEL 11

ATLANTA, GEORGIA

CROSLEY BROADCASTING OF ATLANTA, INC.

duplication of suits in the Wilmington (Del.) and Chicago District Courts and attempting to delay trial in the former court.

Trying to prevent it from gathering foreign depositions.

While remaining mum on details of the settlement, Zenith attorneys acknowledged the previous royalty payments covered parts, tubes, circuitry tubes, and certain other manufacturing patents involving standard receivers. They reported that the settlement also settles the Delaware District Court litigation, which was undertaken by Zenith in 1946.

Cited as co-conspirators were 14 foreign firms, including N. V. Philips Co. of Holland, English Electric Co., Electrical & Musical Industries Ltd., British Thompson-Houston, Allied Electrical Industries Ltd., Telefunken of Germany, C. G. T. S. F. of France and Marconi Wireless Telegraph Ltd.

In Chicago, the legal principals included the firms of Kirkland, Fleming, Green, Martin & Ellis for RCA and McConnell, Lutkin, Van Hook & Paschen for Zenith and Rauland. Key individuals were Thomas C. McConnell, of the latter firm, and Joseph S. Wright, Zenith general counsel.

Mr. McConnell claimed Zenith has "recovered more out of this suit than any private anti-trust litigant in history." In effect, he said, RCA has released its claims in the litigation and the "patent pool" would cease. Mr. Wright termed the settlement as "very, very substantial" and one that "pleases everyone." As a result, he said, foreign markets will be opened up to Zenith under RCA-GE-WE patents forthcoming.

The sum recovered in the agreement, which still is to be approved by the boards of all litigants before being submitted to Chicago District Court Sept. 30, represents about 50% more than the net profit Zenith enjoyed for its combined operations in 1956, it was pointed out. It's also four or five times as much as Zenith is acknowledged to have spent on the litigation (compared to about $6 million for RCA). The settlement has been in negotiation since last March and fulfilled the wish of Chicago District Court Judge Michael L. Igoe for a speedy conclusion this year.

Procedurally, both sides agreed to the Sept. 30 continuance providing time to prepare the necessary documents. At that time, once it has been approved by directors of the manufacturers involved, it's expected Judge Igoe will dismiss the whole case.

RCA's patent picture was seen as eased by virtue of the fact that settlement of its dispute with Zenith reduced the number of anti-trust suits on its hands. Still pending are two Dept. of Justice suits, one of them filed in New York Federal District Court nearly three years ago. It scored RCA's patent system and practices and charged the company with monopolizing and conspiring to restrain competition in the radio-tv licensing field. The other government suit alleges RCA used coercion to force Westinghouse Broadcasting Co. to sell its Philadelphia properties to NBC, filed last December following a grand jury probe.

Most recent litigation, outside the Zenith

case, is Philco Corp.'s $150 million treble damage against RCA, General Electric and American Telephone & Telegraph, which also attacks RCA patent practices as alleged anti-trust violations and charges RCA forced it to sell WPTZ (TV) Philadelphia in 1953 [B•T, Jan. 21]. RCA denied the allegations which erupted again this past summer in controversy over license renewals for NBC's WRCV-AM-TV Philadelphia [B•T, Sept. 2, Aug. 19].

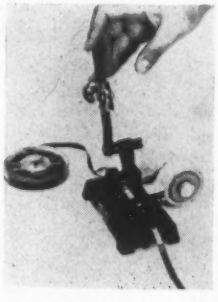
Philco's suit claims RCA insisted that its patent licensees take out so-called "package" licenses for all patents in a specified area (receivers, tubes, etc.)—similar to the government charges of 1954. It claims it has paid RCA over $20 million on patent royalties from 1940 to 1957 and that RCA collected about $40 million from royalties in 1954, half from receiver and tube licenses. RCA's patents are said to number about 13,000 in the electronics industry.

In the Philco and Zenith cases, both companies were permitted to seek treble damages because each was a private anti-trust suit. Thus, Zenith filed an amended counterclaim in Chicago District Court in January 1954, seeking $16,056,549—or three times the original amount sought by RCA, GE and WE, $5,352,183. In May 1956, it was granted permission to boost damage claims to $61,750,305, claiming heavy expenses in gathering world-wide depositions.

MANUFACTURING SHORTS

Telectro Industries Corp., L. I., N. Y., reports it has increased its production facilities for introduction of Model 938 professional tape recorder designed for broadcast and recording studio use. Model 938 features push-button operation, tip-out design for easy servicing and compliance with primary NARTB standards.

Alonge Products Inc., N. Y., announces device for editing magnetic recording tape. It cuts and splices ¼-inch tape. Cutting is accomplished by center blade which pivots and can be set for precision cuts at 90, 67½ or 45 degree angles. Recording tape is laid into track on unit and held in place by two spring bronze pressure pads. To cut tape, arm is lowered and top knob firmly pressed. Engraved center line marks point of cut and index marker on unit indicates point 1½ inches from center as reference in editing and marking. To splice, splicing tape is laid over recording tape and splice is achieved in single downward stroke of cutting arm. Two side knives cut splicing tape to exact width of recording tape, while two tapes are pressed together for firm bond. Unit measures 4½ by 3⅛ by 3¾ inches and weighs less than one pound. Price: $29.95.



The South's Greatest Salesman
for 34 years

WWL

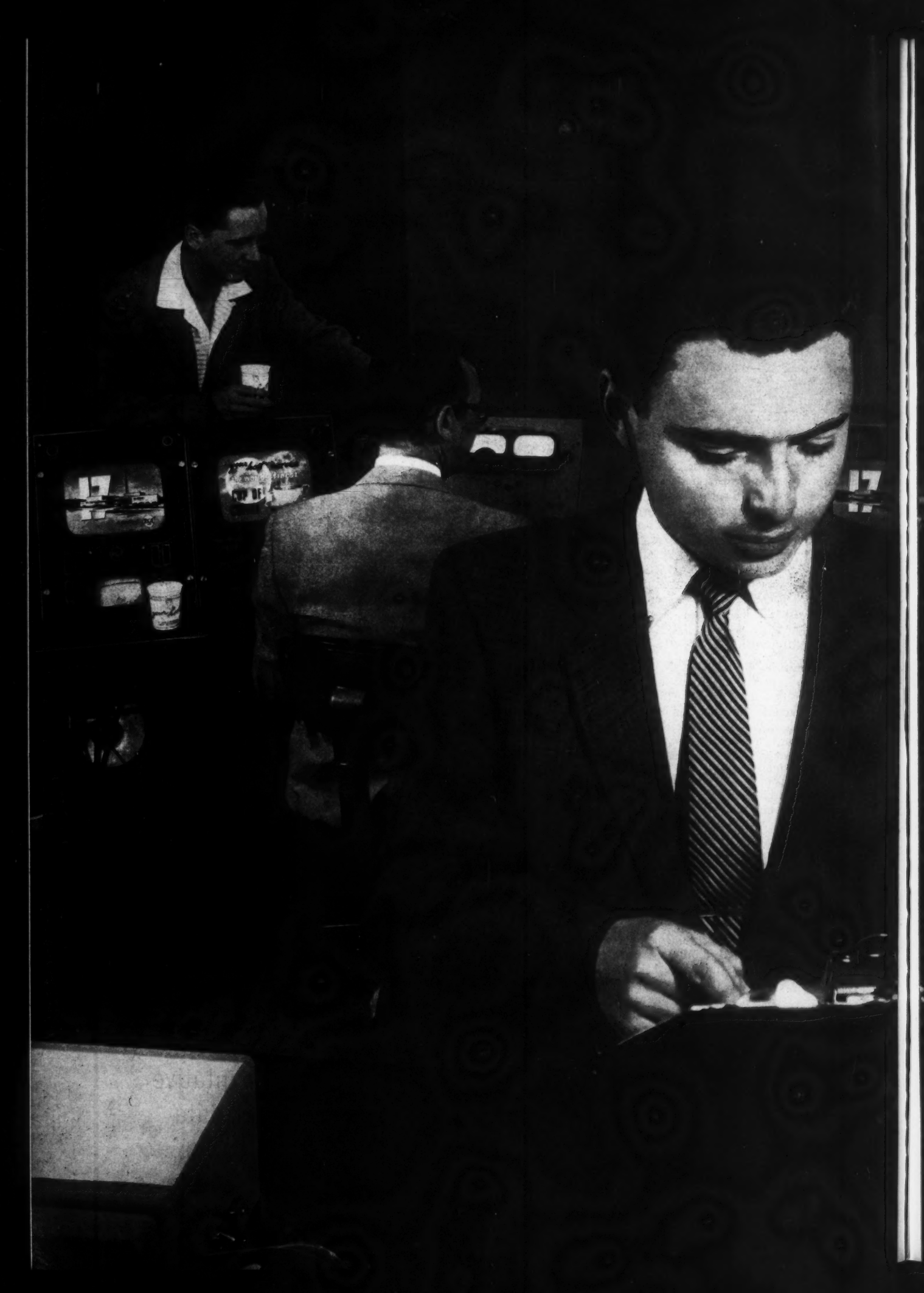
now welcomes his
CBS sales partner

CHANNEL 4
WWL TV
NEW ORLEANS CBS

a new television force
in New Orleans

now in its first month of
selling to the South

see your Katz Representative
for availabilities and data



BUFFALO'S OWN AGENCIES AND ADVERTISERS CHOOSE WBUF, CHANNEL 17, AS THE

MOVING FORCE IN BUFFALO

To keep 18 "Your Host" Restaurants busy 24 hours a day, and to get new units off to a fast start, the Robert S. Risman Advertising Agency, Inc. buys nighttime station-breaks on WBUF . . .

NIGHTTIME STATION-BREAKS, because these good adjacencies at a good price mean "Your Host" reaches more people, with greater frequency, stimulating traffic just when restaurant activity hits the late-evening lull.

WBUF, because, in the words of Robert S. Risman, president of the Robert S. Risman Advertising Agency, "we believed that under NBC management, WBUF would live up to its great potential. In buying more time on WBUF than on all other television stations in the area combined, we anticipated a substantial metropolitan, rural and Canadian audience, at reasonable cost.

"Our faith has been completely justified. Our client's business volume is up. The 'Your Host' restaurant chain is continuing to expand. And much of the credit must go to television station WBUF, where our spots now reach 77% more audience than when we started a year ago."

A bright and continuing history of sales successes for sponsors makes WBUF the fastest-moving force in Buffalo today. This force is ready to do a selling job for you! Right now!

WBUF·17

BUFFALO, N.Y. **SOLD BY NBC SPOT SALES**

Foreground, l. to r.: Robert S. Risman, President, Robert S. Risman Advertising Agency, Inc.; Robert McAuliffe, Sales Representative, WBUF. In the background, members of WBUF's technical staff.

23,899 HOUSTONIANS CAN'T BE WRONG - -

PAUL BERLIN IS NO. 1 RADIO PERSONALITY

A recently completed Houston Press-sponsored contest found this popular K-NUZ disc jockey tops *again! Paul has won every radio personality popularity contest in the Houston area since 1950.* Two other K-NUZ personalities placed among the first five of the top 10 winners . . . adding to the list of "firsts" . . .

- *FIRST in Personalities*
- *FIRST in News Coverage*

THE NO. 1 RADIO STATION —

AIMS — Association of Independent Metropolitan Stations

STILL THE LOWEST COST PER THOUSAND BUY!

K-NUZ

HOUSTON'S 24 HOUR MUSIC AND NEWS

National Reps.: Forjoe & Co.— New York • Chicago • Los Angeles • San Francisco • Philadelphia • Seattle

Southern Reps.: CLARKE BROWN CO.— Dallas • New Orleans • Atlanta

IN HOUSTON, CALL DAVE MORRIS, JAckson 3-2581

PERSONNEL RELATIONS

CBS Asks Partial Judgment In Squabble With IBEW Local

A motion was filed last week in U. S. District Court, New York, by CBS Inc. asking partial summary judgment against Local 1212, International Brotherhood of Electrical Workers. The action seeks to clear the long-standing litigation of claims and counterclaims by CBS and the union, in effect, asking the court to get down to cases as regards the $100,000 CBS seeks in damages against the electricians. The damage suit stems from a canceled WCBS-TV New York remote telecast last April [B•T, beginning, April 29].

In last week's motion, CBS counsel asked summary judgment on all issues save for damages involved. The network's attorneys explained the motion is returnable tomorrow (Tuesday).

One counter claim the CBS motion asked to be dismissed is a $150,000 counter-suit filed against the network by IBEW July 30. The union contends CBS on two occasions had, "unlawfully and in derogation" of the contract between IBEW and CBS, assigned film work to the rival union, International Alliance of Theatrical Stage Employes. IATSE is a silent party to the CBS action. The two occasions cited by IBEW: a March 1955 telecast of *Mama* and a Feb. 3, 1957, *Odyssey* telecast dealing with the Sherlock Holmes Baker Street Irregulars. Both times, IBEW maintains, camera work was assigned IATSE Local 644. Furthermore, IBEW claims, the second incident was in direct violation of a National Labor Relations Board decision, Dec. 14, 1955, upholding IBEW's right to shoot motion picture film other than newsfilm.

Tv Film Directors in East, Middle West, Canada Form SDIG

Formation of the Screen Directors International Guild, an independent union representing almost 300 directors of tv film programming, industrial and theatrical film in the East, Middle West and Canada, was announced last week by the organization.

The new union has no connection with the Screen Directors Guild of America (AFL-CIO), a long-time Hollywood-based organization. Over the past year, directors in the East, largely in New York, had held discussions with SDG, but attempts at affiliation were not successful because New York directors felt SDG policy operated largely in favor of Hollywood directors. An organizing committee for eastern directors was established about two years ago and the group has worked since that time to establish the independent union.

Officers of the new organization are Howard Magwood, president; Charles Wasserman, first vice president; Jack Glenn, second vice president; Joseph Kohn, secretary, and Jean Lenauer, treasurer. George L. George was named executive secretary.

The union plans to open contract negotiations shortly with film producers in the East.

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The selling policies we instituted as a group of Working Partners when H-R was started have been maintained throughout the years. They have enabled us to *harvest* a continual volume of orders for our stations and to *reap* the rewards of friendship (and respect) of those we serve, both stations and buyers of time. The H-R partners are still working partners; the H-R staff is a sales seasoned group of professionals. So the policy we established when we started is still our policy today . . *"we always send a man to do a man's job."*

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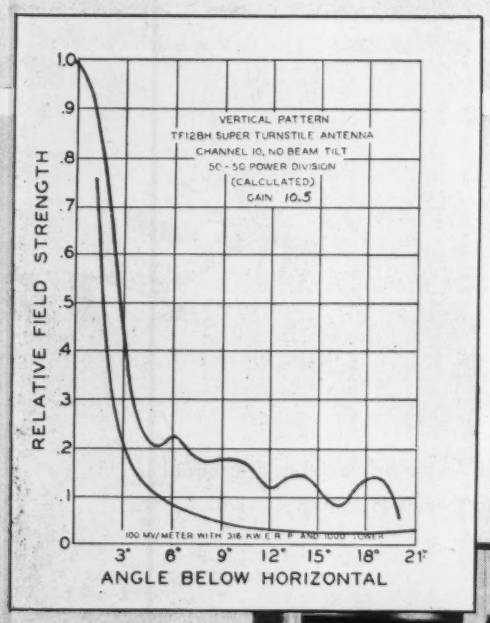
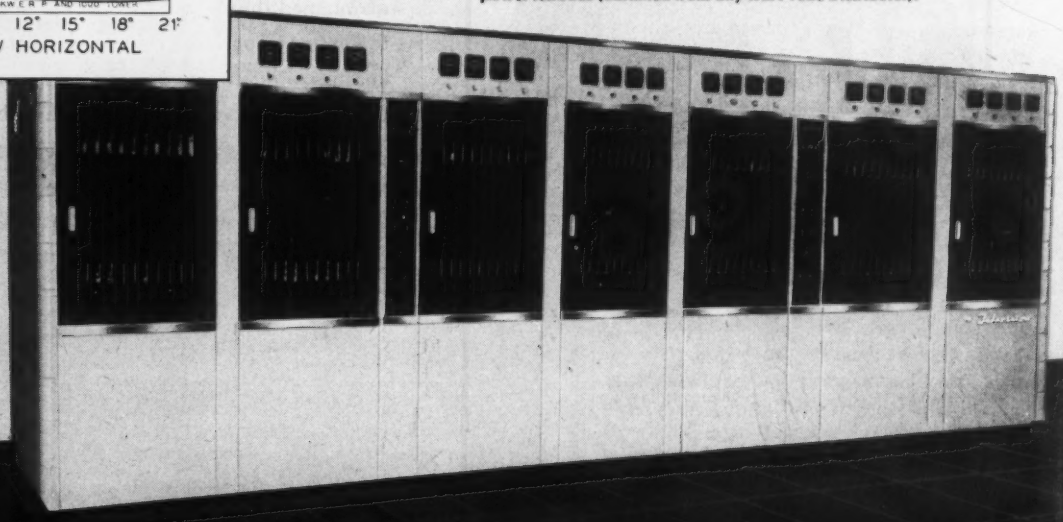
How to "saturate"



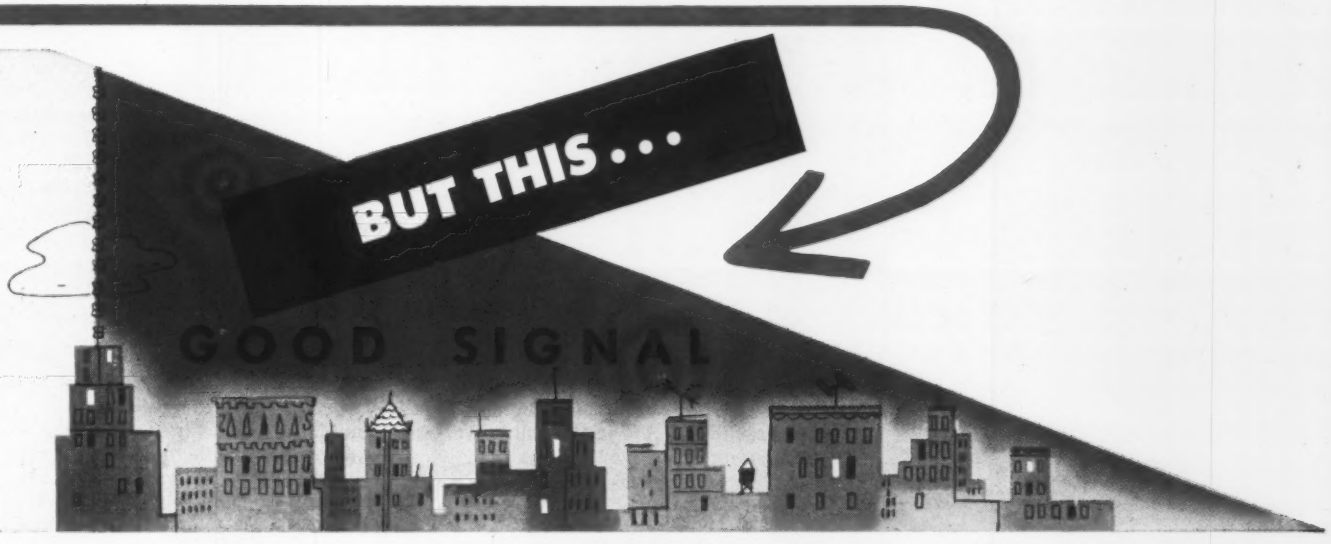
Vertical Field Pattern of new RCA TF-12BH 50-kw antenna. Note complete absence of vertical nulls. Operated in conjunction with an RCA 50-kw TT-50AH transmitter, this antenna will "saturate" your service area with strong signals.

RCA 50-kw VHF transmitter. TT-50AH Now in regular production, this transmitter is the ultimate in high power for channels 7 to 13. P.A.'s operate with standard power tetrodes (obtained from any RCA Tube Distributor).



an entire service area

(CHANNELS 7 TO 13)



RCA's new 50-kw VHF transmitter, and an RCA TF-12BH Superturnstile antenna, will "flood" your service area with strong signals — close in AND far out!

Tailored to "consultants' specifications," RCA's 50-kw antenna-transmitter combination is your answer for maximum ERP *and* "saturation" coverage on channels 7 to 13.

"Rain" your signals in all directions!

No need to "beam" to reach specific areas. You get saturation everywhere—close in *and* far out. Reason: RCA's TF-12BH high-gain antenna delivers two to three times the required field strength—even in minimum signal areas. And it makes no difference whether you use an extremely high tower—or one of average height. This is the one transmitter-antenna combination that develops 316 KW ERP—*with power to spare!*

Antenna System takes full 50-kw input!

RCA's TF-12BH high-gain antenna and antenna components will take the full output of the 50-kw VHF transmitter—with a high factor of safety. Designed for pedestal or for tower-mounting, RCA antennas withstand windloads of 110 miles, and more. A unique switchable feed system enables you to switch power from one part of the antenna to another QUICKLY—an important advantage that will keep you on-air during an emergency.

A 50-kw VHF System—completely matched!

RCA can supply 50-kw systems matched precisely for peak performance—from antenna, transmitter, transmission line, fittings, tower, r-f loads, wattmeters, and diplexers—to the hundreds of individual components required by the carefully planned station plant.

Qualified planning help is vital!

For experienced assistance in planning a transmitter-antenna system that will literally "blanket" your service area with strong signals, call your RCA Broadcast Sales Representative. *He knows systems-planning from A to Z.*

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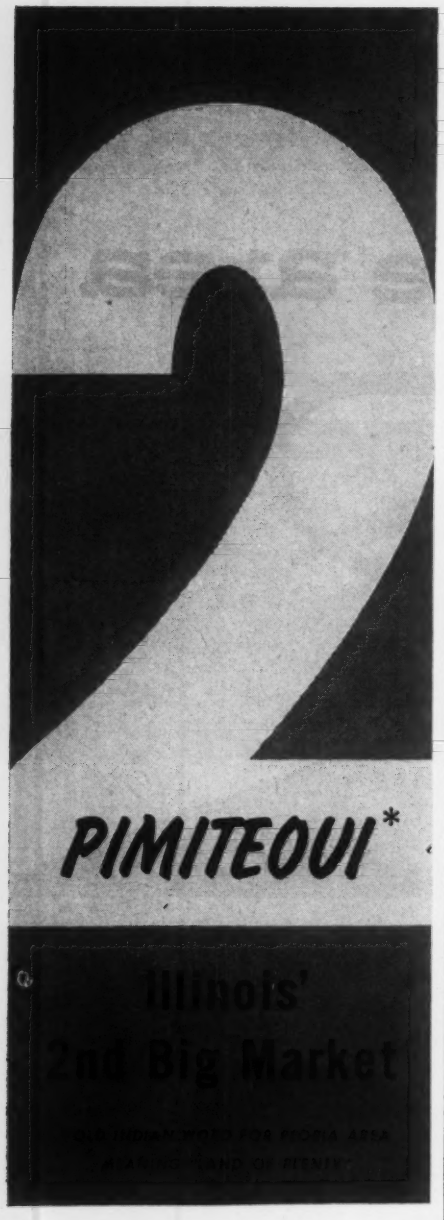

In this industry-rich, farm-rich Peoria area, one station has the top programs, the top power (500,000 watts), the top tower (660 feet) and the top ARB ratings for March, 1957 (17.1 all-day average compared to 13.3 for Station B).

GOVERNMENT

ACTION ON PAY TV WITHIN 'WEEKS,' DOERFER PROMISES IN RTES TALK

- **FCC takes up toll tv test question at meeting tomorrow**
- **Commission is split on how trial will affect 'free' tv**

Under a virtual mandate from its chairman to take some action within a few weeks, the FCC is prepared to meet head-on tomorrow (Tuesday) one of the most revolutionary changes ever faced by broadcasting—toll tv.

FCC Chairman John C. Doerfer told almost 600 members and guests of the Radio & Television Executives Society in New York last Thursday that the Commission definitely will make a decision on pay tv "within the next few weeks."

Facing the Commission is the question whether or not to authorize a national, public test of on-the-air subscription tv.

The Commission is split on this point. Those favoring this course, including Mr. Doerfer, feel that only in this way can the pros and cons of pay tv be ascertained. Those opposed feel the public should not be charged for broadcast programs. They also fear that even a test of toll tv will play havoc with free broadcasting.

In a strong defense of the Commission's independence, Mr. Doerfer summarily rejected suggestions for delay pending congressional action on toll tv. It has been suggested, not only by industry spokesmen but also by various members of Congress, that it would be best for the FCC to wait until Congress acts on a number of bills proposing to prohibit charging the public for tv broadcasts.

"However much as Congress is welcome to that ball," Mr. Doerfer declared, "I am fearful we would be remiss in our duty if we delayed a decision much longer merely upon such grounds."

Although admitting there has been a delay by FCC in deciding the pay tv question, Mr. Doerfer noted this has not been inordinate in view of the difficulty of the problem.

The key, Mr. Doerfer pointed out, is the contention that pay tv, even on an experimental basis, would destroy free tv. This view is entitled to the most careful consideration, he said.

He continued: "I am aware of no commissioner who wishes to destroy free television. On the contrary, their concern is how to reconcile a free television service with a selective one—without endangering the free system. That is the reason some commissioners have indicated a desire for experimentation upon a meaningful but a controllable basis. Whether or not this Commission has sufficient assurances that we can preserve the one while experimenting with the other should be resolved soon—I hope in a matter of a few weeks."

During several meetings on whether or not to authorize tests, it was established that the Commission was split four to three. Comrs. George C. McConnaughey, Mr. Doerfer, Robert E. Lee and T. A. M. Craven reportedly were in favor of tests; Comrs. Rosel H. Hyde and Robert T. Bartley were opposed. Comr. Richard A. Mack favored settling the public interest question first. The position of new Comr. Frederick W. Ford is not known.

Meanwhile, congressional heat was engendered with the introduction of several bills to prohibit the fixing of a charge for broadcast programs. Also several congressmen, notably Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee, and Rep. Emanuel Celler (D-N. Y.), chairman of the House Judiciary Committee, have told the FCC that they do not believe the agency has the power to authorize pay tv. The Commission has held otherwise. More recently, Sen. Charles Potter (R-Mich.), a member of the Senate Commerce Committee, spoke up against pay tv.

Pending in Congress are two bills to prohibit charges for viewing telecasts: they are by Rep. Celler and Sen. Strom Thurmond (D-S. C.).

The Sept. 17 meeting was scheduled early this summer as one of the first subjects to be explored by the FCC upon return from its recess during August.

In talking to newsmen after his speech last week, Mr. Doerfer indicated he personally would press for a decision tomorrow as to whether the FCC authorizes or rejects pay tv tests. He added that it should be a maximum of five to six weeks afterward that the Commission would release a full decision—provided, Mr. Doerfer emphasized, that the Commission does not defer the question to a later date. He will work hard to prevent this, Mr. Doerfer said.

In other parts of his talk, his first public address since becoming chairman of the FCC, the Wisconsin Republican stated that at the present time it does not appear the FCC has jurisdiction over wired tv.

But, he added, he was sure that if closed circuit tv (such as the Bartlesville, Okla., Telemovies project [B•T, Sept. 9] becomes successful some sort of government regulation will result.

"Anyone who envisions huge profits in wired tv had better look over his shoulder," Mr. Doerfer said. "That warm feeling of a 'golden' glow may merely be the hot breath of regulation."

Mr. Doerfer also called attention to the fact that the Network Study report will be submitted to the three-man FCC committee Sept. 30, after which it will be studied and a complete report submitted to the full Commission. If changes in network regulation are deemed necessary, Mr. Doerfer said, proposed rule making will be issued for comments and reply comments, and any rules changes should be "ready" for action not later than May or June 1958. The FCC Network Study committee comprises Chair-

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Spark-plugging community improvements makes a better city and a more valuable radio station. That's the one-sentence story of WAVZ, whose successful editorial campaigns have resulted in eight of the coveted national awards.

It's no coincidence that at the same time Greater New Haven has grown and grown as a prominent market and a must for your product.

Representatives: **National: Hollingbery Co.**
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cover the rich West Texas Audience

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PRESIDENT & GEN. MGR.: W. D. "DUB" ROGERS • NAT'L. SALES MGR.: E. A. "BUZZ" HASSETT

man Doerfer, and Comrs. Hyde and Bartley.

He also expressed the hope that a definite solution to the program classification schedules and the clear channel and daytime skywave cases would be indicated before the beginning of 1958.

The FCC has pending a proposed revision of radio and tv renewal application forms which would more nearly approximate current radio practices as well as give clearer meaning to some program classifications. Basic in this consideration is whether the Commission has jurisdiction over the program content of broadcast stations.

In discussing this aspect of the Commission's work, Chairman Doerfer implied that there is a basic inconsistency in the Communication Act's prohibition against censorship of broadcast "traffic" and the public interest provisions of the Act.

The clear channel and daytime skywave cases stem from the FCC's immediate post-war study of whether the present U. S. clear channels should be duplicated or not and whether clear channel stations should be permitted to operate with power greater than the present 50-kw maximum.

The report of the Technical Allocations Study Organization, formed to do a research study of uhf and vhf propagation and equipment—as an aid to the FCC in its deintermixture problems—will be submitted by June 30, 1958, Mr. Doerfer revealed. He said that Dr. George Town, TASO executive director, has told him this is TASO's target date.

Mr. Doerfer lashed out at "built-in contradictions" in the law which the FCC administers. One which he attacked vigorously is the protest provisions of the Communications Act, added by Congress in 1952 to the statute governing communications.

Repeating what he has stated previously, Mr. Doerfer called for outright repeal of the protest section "and any other provision which hampers the free play of fair competition and the expeditious disposition of administrative matters."

He chided not too gently those who seek protection of the government in business activities. "I have little patience for the armchair free enterpriser. He is the one who is all for free competition in the cocktail lounge—especially when he wants 'in'," Mr. Doerfer observed. "But when competition appears in what he considers his private domain, then he asserts 'that' would be against the public interest."

The broadcast industry must decide between competition and "a little governmental-administered 'economic protection'," Mr. Doerfer concluded. "I submit it cannot have both."

The repeal of the American Bar Assn.'s Canon 35 also was urged by Mr. Doerfer. He said the achievement of equal rights for broadcasters in coverage of court and legislative proceedings must prevail.

"Courtrooms which were built for a pastoral society can no longer accommodate our expanding population," Mr. Doerfer declared. "Radio and television are modern devices to bring a trial or hearing to that portion of the public which cannot be physically accommodated in the courtroom or the legislative halls. A well-informed public is the mainspring of a democratic society. This is not a new trumped-up concept of the broadcasters. It is as old as democracy itself."

In speaking of selective deintermixture, for which Mr. Doerfer has never shown any partiality, the chairman noted that the outcome of those moves authorized is up to the courts. He repeated, however, that in his opinion the moves have been "too little and too late."

THE CHAIRMAN HAS A PLAN OF ACTION

Like any good campaigner, FCC Chairman John C. Doerfer has formulated a plan of attack including target dates. Last week before the Radio & Television Executives Society in New York, he submitted this platform and these deadlines:

• A pay test decision "within a few weeks."

• Network study report to three-man FCC committee by Sept. 30; report of the committee to the full Commission and final action, if any, by May or June 1958.

• Revision of station renewal forms to update program information—and also decide Commission's attitude toward programming in the light of the Communications Act injunction against any censorship of programs, by Jan. 1, 1958.

• Technical Allocations Study Organization report on findings of uhf and vhf propagation and equipment research, June 30, 1958.

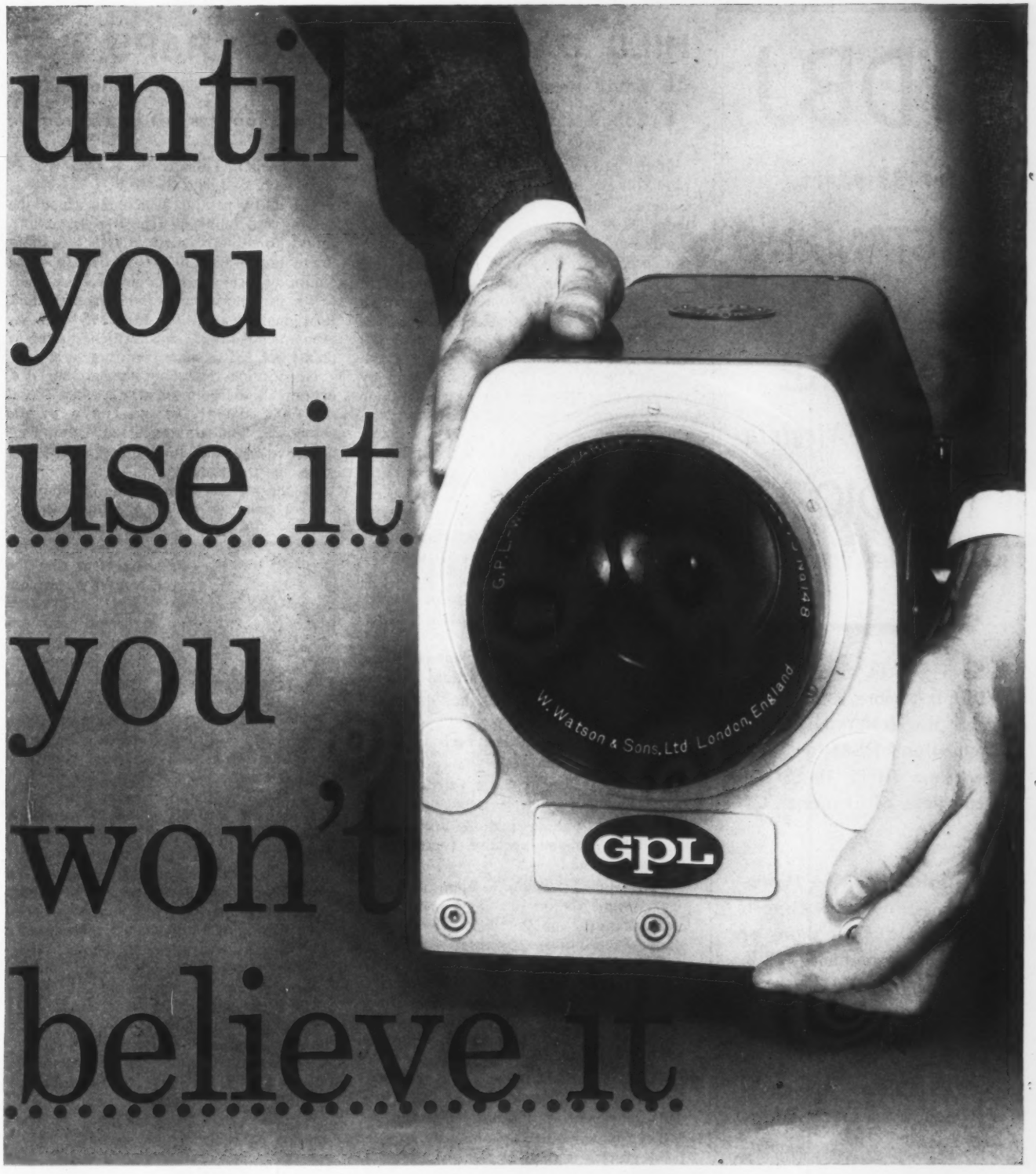
• Revision of American Bar Assn.'s Canon 35 which prevents tv cameras and radio mikes and tape recorders in court rooms—and prevents same media coverage of legislative hearings.

• No FCC jurisdiction over wired pay tv at present, but undoubtedly some kind of regulation if closed-circuit tv is successful.

• Selective deintermixture outcome up to courts, but still feels moves have been "too little and too late."

• Repeal of Sec. 309 (c) of the Communications Act; this permits interested parties to protest a grant without hearing and has, according to the chairman, obstructed the orderly processes of the FCC.

• Free competitive broadcast system; either broadcasting is free enterprise, or it is government regulated. There cannot be a competition and a little bit of regulation to protect broadcasters.



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According to N. C. S. No. 2, WDBJ has more than TWO TIMES the DAILY N. C. S. Circulation of Station "B"; more than THREE TIMES the circulations of Stations "C" and "D".

In the latest Roanoke Metropolitan Area Pulse Report. WDBJ has a 47% share of total morning audience, 43% share of total afternoon audience, and 38% share of total evening audience. Tune-in same periods is high: 21.6, 23.8, 18.8. All figures are Monday through Friday averages.

Ask your Peters, Griffin, Woodward "Colonel".

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ROANOKE, VIRGINIA

HILL DAYTIME REPORT RAPS FCC

- **Small Business Committee charges 'inaction,' 'discrimination.'**
- **Congressional action hinted if daytime problems left unresolved**

If the FCC expected a respite from Capitol Hill criticism with the adjournment of Congress, it is due for a rude awakening today (Monday) with the release of a Senate Small Business Committee report on daytime broadcasting.

The report, compiled after two days of hearings last April before the Senate group's three-man Daytime Broadcasting Subcommittee headed by Sen. Wayne Morse (D-Ore.) [B•T, May 6], criticizes the Commission's inactivity on (1) the petition by the Daytime Broadcasters Assn. seeking longer broadcast hours; (2) the clear channel proceedings and (3) daytime skywave proceedings. Specific points with which the report finds fault with the Commission:

• Inaction by the FCC on the DBA petition is "unwarranted and inexcusable."

• Reasons for the FCC delay in disposing of the daytimer's petition for extended hours is "unsatisfactory."

• The Commission's attitude on the petition has been one of "ignoring it and hoping it will go away."

• The FCC plea of insufficient funds and a lack of an adequate staff are invalid.

• The FCC has favored the "dominant" members of the broadcast industry.

• The Commission has been unfair to daytime broadcasters.

• Lack of FCC data on listenership to clear channel stations is "amazing."

• The FCC has maintained an "attitude of indifference and negative approach" to the DBA petition.

• The FCC "freeze" on applications for new daytime stations seeking to operate on clear channels and in changes by existing stations constitutes "discrimination."

The report recommends that the FCC consider the daytimer's petition, as well as the clear channel and skywave proceedings, "as expeditiously as possible" and advise the committee by Jan. 7 "what, if any, progress has been made." A subsequent status report every 60 days thereafter also was requested. Congressional action was hinted if the FCC does not act in an appropriate period.

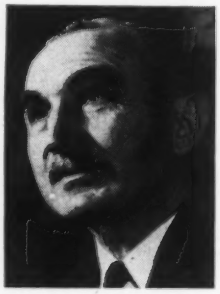
The full committee unanimously accepted the report as drafted by Sen. Morse's subcommittee, which included Sens. Alan Bible (D-Nev.) and Andrew F. Schoeppel (R-Kan.). Lee White is chief counsel for the subcommittee. Mr. White and William Berg Jr., Sen. Morse's administrative assistant, actually drafted most of the report.

Members of the parent committee, in addition to the three subcommittee members are Democrats John J. Sparkman (Ala.) (chairman), Russell B. Long (La.), Hubert H. Humphrey (Minn.), George A. Smathers (Fla.), A S. (Mike) Monroney (Okla.), who has been replaced on the committee by Sen. William Proxmire (Wis.) and Alan Bible (Nev.); Republicans Edward J. Thye (Minn.), Leverett Saltonstall (Mass.), Barry Goldwater (Ariz.), Thomas H. Kuchel (Calif.) and Jacob K. Javits (N. Y.).

The DBA petition which motivated the hearing and following report seeks authorization for the country's daytime stations (there are over 1,300) to broadcast from 5 a. m. or local sunrise (whichever is earlier) to 7 p. m. or local sunset (whichever is later). It originally was filed in May 1954 and has been amended twice since, which, the report points out, led to some confusion.

No position regarding whether the DBA petition should be granted, nor what action the FCC should take, was taken by the committee. The committee stated, however, it " is satisfied" the DBA request is not "frivolous or unreasonable."

To the reasons given by the Commission for not acting on the DBA petition, the report said there is no basis for the statement that the NARBA agreement must be reached first. Another factor mentioned by the Commission was a staff shortage and inadequate appropriations. The committee countered that Congress for the past five years, has "granted virtually all of the funds requested by the President for the FCC [actual cut less than 3%]." The report added:



SEN. MORSE

". . . It is the committee's opinion that the Commission has failed to act upon a petition of extreme importance to a large segment of the radio broadcasting industry because, in the Commission's judgment, the need to resolve the problem was not as compelling as other problems pending before [FCC]. . . .

"It is not difficult to understand how a commission might push to the side consideration of a matter of vital concern to relatively small radio stations when the pressing problems of television were demanding attention. But the responsibility of the FCC . . . requires that a proper request of a portion of an industry for specific relief be appropriately considered and acted upon within a reasonable period of time. . . ."

The committee recognized the "powerful and understandable influences operating to compel regulatory agencies . . . to favor the dominate members of their industries. . . . The individual members of the commissions and boards—and this applies equally to their staff—[must] take special pains to overcome this natural tendency to ignore the smaller segments of the industries [they regulate].

Commenting on the fact that the committee frequently was told that engineering data submitted by the daytimers was inadequate to support the request, the report said this attitude is based on the assumption that the basic allocation policy adopted in

JUDGMENT

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Coming or Going KBTV is leader in DENVER TV

Whether you are just moving into the Denver market, or already going "great guns" here, you need Channel 9 because KBTV is FIRST in Denver when and where it counts the most!

KBTV first* in quarter-hour leads (by more than one rating point), between sign-on** and 10:00 p.m., Monday through Friday.

KBTV leads* during the same time period in "share of audience".

KBTV occupies* 4 of the 5 top spots in the cumulative ratings of 21 locally produced programs.

KBTV first in Denver for promotion, with solid, successful merchandising cooperation for its advertisers and, most important, SALES RESULTS!

Call your P.W.G. Colonel today.

Buy the station in the rich Denver market that delivers People *and* PURSES . Impacts *and* RESULTS!

**KBTV sign-on 10:30 a.m.
*ARB Denver Survey —May, 1957
†Quarter-hour leads
‡Percentage of audience

Write, wire or Phone KBTV or Peters, Griffin, Woodward, Inc.

KBTV channel 9

DENVER, COLORADO

JOHN C. MULLINS, President — JOSEPH HEROLD, Station Manager

the 1930's should be continued. "The FCC . . . has affirmative responsibilities to use its own engineering staff and ingenuity. . . ."

"Astonishment" was expressed by the committee at the lack of any reliable information indicating whether clear channel stations are listened to outside their primary coverage area, and the senators urged the Commission to secure such information. The Committee also recommended that the FCC re-examine its allocations policy to determine if the public's listening habits have changed since the clear channel frequencies were established. "It must be obvious that, if the clear channel stations are not listened to . . . there is an unreasonable waste of the precious radio frequencies involved. . . ."

In summing up the Commission's inactivity, the report states the FCC has "halfheartedly offered a variety of reasons for its failure to act, but when they are all boiled down, the FCC's inaction is based upon the demands on its time and efforts by the 'important and pressing' problems arising out of the growth and development of the television industry. . . . Thus, the action of the FCC in this particular instance resulted in discrimination against small business. . . . The status quo favoring the stronger elements in the industry was preserved negatively by taking no action and affirmatively by imposing a 'freeze.' "

The committee made it clear that it has "absolutely no quarrel with the clear channel stations," whose opposition to the daytime position is "most natural and to be expected. Our criticism is directed, instead, at the FCC. . . . It is imperative that this matter be resolved within a reasonable period of time. . . . If the FCC continues to avoid its responsibilities to make a decision in this matter, Congress may be compelled to resolve the issue."

The report was especially critical of the Commission's freeze imposed on applications for new stations seeking to operate on frequencies assigned to clear channel stations and on changes in existing daytime stations operating on such frequencies. This freeze was first imposed in 1946 to preserve the FCC's freedom in making a final decision in the clear channel and skywave proceedings.

"Some absurd results of the freeze were demonstrated in the subcommittee hearings," the reported stated. The Commission action is "at best an abuse of the technique [of freezes] and at worst a flagrant deprivation of the rights of individuals by an administrative agency," the report charged.

On the question of the NARBA agreement reached in 1950 but still awaiting Senate confirmation, the committee says that it appears "a sincere effort was made to secure additional rights for daytime broadcasting stations in the international agreements." However, the committee said it felt that the FCC was "ill-advised to freeze into international agreements an important limitation on the hours of operation for daytime radio stations" while the daytimers' petition was pending.

The report further stated that it appeared there is nothing in the current agreement which would preclude the FCC from granting the extra broadcast hours sought by the daytimers with respect to Class I-A clear channels assigned to the U. S.

Present status of a petition by the Community Broadcasters Assn. for an increase in power from 250 w to 1 kw also was covered by the report. The committee noted that the petition was filed in April 1956 and when the FCC failed to act, CBA asked that its request be considered in the Senate hearings last spring. "The Community Broadcasters did not appear at the subcommittee hearings but it seems more than coincidental that their petition was ignored for over a year and that the Commission decided to consider it the day before hearings were to begin on the matter by a subcommittee of Congress," the report stated.

Possible approaches for granting the DBA request, as listed by the committee:

"1. *An increase in the number of frequencies in the broadcast band.*—It has been suggested that with the present state of technology in the radio field it may be possible to reduce the width of each frequency in the broadcast band from the present 10 kc to 8 kc, thereby increasing the number of frequencies from 107 to 133. This would, of course, permit a much larger number of stations to be on the air on a full-time basis affording local service to hundreds of communities which at the present have only daytime service. . . .

"2. *Narrowing of other frequency bands and reassignment of additional airspace to standard radio.*—Although the competition for airspace is keen, it may be possible to narrow some other bands (using techniques such as reducing frequency separation as discussed above) and reassigning the space to the standard radio broadcast band. . . .

"3. *Reduce the power of the clear channels.*—Reduction of the power of the clear channel stations would make it possible to assign more stations of a local character to full-time use. . . .

"4. *Relocate the clear channels.*—It has been contended that, even accepting the basic allocation policy of the FCC, it has been improperly employed by permitting a heavy concentration of clear channel stations in large metropolitan areas, particularly in the East. If the same number of clear channels were continued but spaced throughout the U. S. in a fashion better calculated to cover the so-called white area, a greater number of local stations could be permitted to operate in a satisfactory manner.

"5. *Break down the clear channels.*—If the I-A clear channels were forced to divide the country into sections and two or possibly three were assigned to the same frequency, a substantial number of frequencies would be made available for additional regional or local stations. The clear channels would still be protected in the areas assigned to them but the extravagance of protecting the great southwestern area of the U. S. for the signal of a New York station, for example, would be eliminated.

"6. *Deny the Daytimers petition.*—If there is no possible means of granting the request of the daytime stations, the Com-

"...every day a fresh pine cone in his lapel!"

"At first I think maybe Christmas is coming early this year, what with all that fall-out and stuff. Finally I get up my courage to ask the guy. 'Christmas?' he says, smiling. 'Angelo, my lad, it's *always* Christmas up in Maine when you put WABI-TV and WABI Radio on your spot schedules!'

"Now, *what*," adds Angelo, a busy fellow at Michael's Pub in the East Side heart of the agency jungle . . "*what* do you make of *that*?"

Well, sir, anybody who knows his way around radio and TV buying can make something *very* profitable out of it. A large delegation of advertisers are today wearing pine cones over their hearts (if not in their lapels) as tribute to sales triumphs throughout the fastest-growing slice of Maine.* You don't need to know a conifer from a lobster pot to find out what a powerhouse this WABI-TV and WABI Radio combination is.

(Latest ARB – for example – gives WABI-TV eight of top ten, 17 of top 20 shows in a seven-county study. Morning ratings up 60%; afternoon, up 15%; 6 P.M. to midnight, all week, up 31%. Average nighttime audience now 52% greater than next-best station. In short – *WOW*!)

"Maybe," says Angelo, "this'd be a hot spot to advertise Michael's Pub?" He might be right. Nobody has yet found out what WABI-TV and WABI Radio *can't* do! Want to accept the challenge for *your* products?

**Real versatile market, too. Wall Street Journal, for instance, says Maine is now manufacturing 170 million toothpicks a day. Pine trees, you know. One of the smaller industries contributing zoom to our boom!*

wabi AM TV

Represented by: George P. Hollingbery – Nationally
Kettell-Carter – New England

BANGOR, MAINE

General manager: Leon P. Gorman, Jr.

affiliated with The Downeast Network – WIDE, Biddeford; WPOR, Portland; WRKD, Rockland; WTVL, Waterville.

mission should deny the petition within a reasonable period of time in order that they may appeal to the courts or take their case to Congress. . . ."

The following recommendations were made by the committee:

"1. The FCC should actively consider the petition of the daytime broadcasters and the Clear Channel and Daytime Skywave Proceedings as expeditiously as possible. . . .

"2. The FCC should not, in these particular proceedings and in all other matters involving the promulgation of rules of general applicability, regard them as 'adversary proceedings' in which the decision of the Commission is to be governed solely by the strength of the cases presented by the competing interests. Rather, the Commission should utilize its own judgment, technical competence, and ingenuity, and that of its staff, in reaching decisions which are best calculated to promote the interests of the public.

"3. The FCC should either modify the 'freeze,' pending final determination in the matters here involved, or administer it in a manner which would permit the daytime radio stations to provide the maximum amount of service to their audiences. . . .

"4. The FCC should secure data, either by use of its own staff and facilities or through contract with competent, established listener-survey companies, indicating the preferences and the listening habits of the people located in the so-called white areas.

"5. The FCC is requested to advise this committee by Jan. 7, 1958, what, if any, progress has been made in the consideration of the Clear Channel and Daytime Skywave Proceedings and the DBA petition for extended hours of operation. In addition, this committee would like to receive status reports every 60 days thereafter until such time as the matters are finally determined or until the committee otherwise requests.

"6. In the event the FCC does not give evidence of its intention to pursue an active course in the consideration of these problems, or if decisions have not been rendered within a reasonable period of time, this committee will consider recommending to the appropriate committees of Congress that they consider legislation to dispose of the questions involved in the proceedings pending before the Commission.

"7. The FCC and the appropriate committees of Congress should reexamine the procedures used by the Commission in handling petitions for changes in Commission rules of general applicability, with a view to a more equitable distribution of effort among the various segments of the industry and with a view to expediting the Commission's consideration of such petitions."

NAFBRAT Asks FCC To Revoke KCOP (TV)

A consumer group last week asked the FCC to revoke the broadcast license of KCOP (TV) Los Angeles because of the station's alleged failure to meet the minimum program code requirements of the National Assn. of Radio & Television Broadcasters.

The formal request for a hearing was filed by the National Assn. for Better Radio and Television, a non-profit Los Angeles group founded to promote high program standards. It is headed by Mrs. Clara S. Logan, who with some 40 associates, monitors stations for marginal programs.

In a sense, the association is not unlike Boston's famous Watch & Ward Society. But the group's interest is not confined to immorality or poor taste. It claims equal concern over misrepresentation, or what it described last week as "imbalance" in the broadcasting of opinion on controversial public issues. In this connection, NAFBRAT claimed the news programs of KCOP commentators Dan Smoot and Tom Duggan should have been accompanied by other representative opinion.

But even more offensive to NAFBRAT was KCOP's programming of the Rev. Oral Roberts and what the group called "commercial hypnotism." Mrs. Logan told the FCC that such "undocumented faith healing" misleads and defrauds the public.

NAFBRAT also took exception to a sponsor on KCOP, Henry J. Caruso, new and used car dealer. The association said Mr. Caruso has been indicted twice for criminal acts, and that his spot commercials, in 10 instances, ran three to seven minutes.

The 62-page complaint, which included other charges, also called on the Commission to arrange a hearing to see if the station's present owner (The Copley Press Inc.) should be permitted to sell out.

Kenyon Brown, Harry L. (Bing) Crosby, George L. Coleman and Joseph A. Thomas, each 25%, have bought KCOP for $4 million, subject to FCC approval [B•T, Aug. 26]. KCOP once was called KLAC-TV when Copley Press bought it from Mrs. Dorothy Schiff for $1,375,000 in 1953.

WFBC-TV Asks New Site

WFBC-TV Greenville, S. C., has asked FCC permission to move its transmitter from the crest of Paris Mountain, six miles north of Greenville, to a point near Caesar's Head (mountain), approximately 20 miles northwest of the same city and 5.5 miles northwest of Cleveland, S. C., to provide "maximum facility operation." The new location will be almost 900 feet above the present site. The station also asked for Commission approval to erect a new antenna 888 feet above the ground, or 2,000 feet above average terrain. The entire move would cost about $250,000, according to WFBC-TV.

All Conversation Is Reserved For Advertisers

We just post-announce our music with title and artist. That's why we say "all conversation is reserved for the advertisers". And that's why your advertising on KTRI is so much more effective. Adults like us. Pulse (11/56) proves KTRI is dominant. You get "results with adults" on KTRI.

ONLY LOCAL STATION WITH LOCAL NEWS REPORTER

MUSIC 5000 WATTS NEWS

SIOUX CITY IOWA **KTRI** SIOUX CITY IOWA

BOTH ARE REPRESENTED BY EVERETT-McKINNEY, Inc.

920 KC **KQUE** ALBUQUERQUE NEW MEXICO

5,000 WATTS **KTRI** SIOUX CITY IOWA

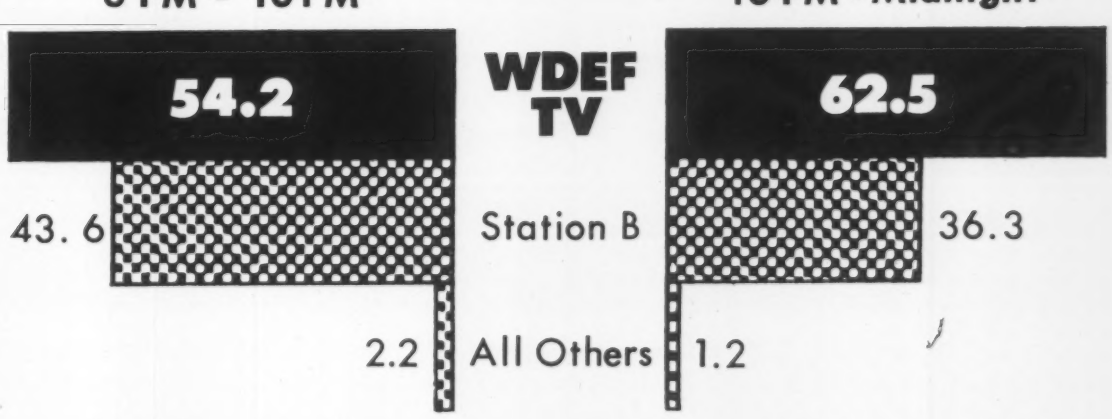
Leadership!...

SIGN ON TO SIGN OFF

WDEF-TV Dominates in **60%** of Measured Quarter Hour Periods

ARB June 1957

NIGHTTIME



WDEF-TV

8 of top **10** Net Shows
7 of top **10** Syndicated Shows

CBS

Full 316,000 Watts

From antenna atop
Signal Mountain
High above City

THE BRANHAM COMPANY

CHATTANOOGA • The 77th Market

NIGHTTIME

WSAZ-TV

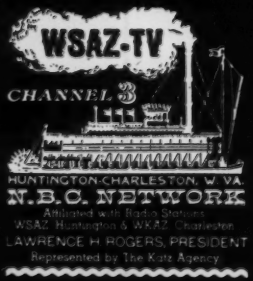
DELIVERS 1000 HOMES BETWEEN 7:30 and 10:30 P. M. FOR $1.30

The second station's cost per thousand homes is $2.39 84% Higher

The third station's cost per thousand homes is $5.42 317% Higher

AND ANYTIME WSAZ-TV delivers ONE THIRD more total homes than both other Huntington-Charleston Stations COMBINED

Source: June 1957 ARB
All figures based on 260-time frequency



HUNTINGTON-CHARLESTON, W. VA.
N.B.C. NETWORK
Affiliated with Radio Stations WSAZ, Huntington & WKAZ, Charleston
LAWRENCE H. ROGERS, PRESIDENT
Represented by The Katz Agency

CALL YOUR KATZ MAN

FCC DROPS CRAVEN PLAN FOR NOW

The FCC last week decided that it would be better to hold up acting on the controversial Craven plan until after the results of the research now underway by the Television Allocations Study Organization have been submitted.

The Commission announced last Wednesday it has instructed its staff to draw up an order dismissing its rule-making proceeding (Docket 12005) which proposed to delete the tv table of allocations and to handle tv applications on a case-by-case basis.

The motion to withdraw the proposed rule-making actually was made by Comr. T. A. M. Craven himself. Comr. Craven is the author of the proposal which received mixed reception by broadcasters. It was understood there was unanimous agreement among all commissioners that withdrawal of the rule-making notice until after the TASO report is the proper move.

Although Comr. Craven moved to withdraw the proceeding, he made it clear, it was understood, that he would resubmit his proposal as soon as TASO reports to the FCC. TASO was organized by the industry to research uhf and vhf propagation and equipment performance to aid the FCC in its uhf-vhf deintermixture problems.

Comr. Craven submitted his plan in December 1956. His idea then was to wipe out the national tv table of allocations—by which all channels are assigned to communities by the FCC and by which changes can only be made after legal rule-making proceedings—and to handle tv applications on a case-by-case basis.

Mr. Craven's thesis was that this move would put tv on a more competitive basis and permit the addition of up to 25 vhf assignments in top markets. His plan also called for protection of active existing educational reservations and uhf areas. He also suggested moving about 65 assignments to permit the allocation of additional vhf channels—without compromising existing mileage separations.

The Commission, with three of the seven commissioners dissenting (Hyde, Bartley, Lee), issued a notice of rule-making last April proposing to put into effect Comr. Craven's ideas, but with important modifications. Among these were that no change should be made in any of the educational reservations, in any vhf or uhf allocations within 250 miles of the Canadian border, or in any vhf allocation within 250 miles of the Mexican border. It also proposed to protect uhf areas through a series of specific criteria applying to applications in relation to uhf stations.

WJMR-TV Ch. 12 Bid Rejected

The FCC last week told WJMR-TV New Orleans—which last June received permission to operate experimentally on newly assigned New Orleans ch. 12 as well as on its present ch. 20—that it could not accept its application for a license to operate on ch. 12. By letter, the Commission said that WJMR-TV had failed to complete construction of its ch. 12 experimental station in accordance with the construction permit. The grant called for a four-section helical antenna, and WJMR-TV had only put up half of this GE radiator, the Commission said.

In the original grant, WJMR-TV was ordered to protect WJTV (TV) Jackson, Miss., also on ch. 12, only 162 miles apart. FCC rules require at least 190 miles between co-channel vhf stations. The Commission also denied a WJMR-TV request for program test authority, on the ground that it had ceased issuing special temporary authorizations to operate pending issuance of the license. The purpose of the experimental grant was to permit direct comparison between WJMR-TV's coverage on its commercial ch. 20 and the vhf ch. 12.

Examiner Favors Affirmation Of FCC's Ch. 12 Grant to WJR

FCC Hearing Examiner Herbert Sharfman last week issued a supplemental initial decision recommending the affirmation of the 1954 FCC grant of ch. 12 Flint, Mich., to WJR Detroit. He held that although WJR made several changes in its proposals after receiving the grant, these do not overturn the Commission's reasons for choosing WJR over competing applicants WFDF Flint and W. S. Butterfield Theatres Inc.

The complicated Flint ch. 12 case involved a modification of the WJR grant changing its transmitter site from southeast of Flint to a site northwest of Flint, a change in network affiliation, and other revisions of its original application. The Commission granted the modification without hearing April 14, 1955. The whole case was remanded to the FCC by the U. S. Court of Appeals in Washington on the ground that the changes took place while the case was still "open."

The modification grant also was protested by three Michigan stations and their protests were set for hearing by the Commission, which stayed the effective date of the modification order. Examiner Sharfman, after a hearing on the protest, held in an initial decision in January 1956 that the protestants failed to make a case. Last week's initial decision resulted from the hearing following the remand by the court.

FCC Grants Station Sales At Shreveport, Monroe, La.

FCC last week approved the request of KTBS-AM-FM Shreveport, La. (710 kc, 10 kw; 96.5 mc, 14 kw), to sell its facilities to Foster & Assoc. Inc. for $200,000. Foster Assoc. principals are B. R. and Gordon B. McLendon who own most of KLIF Dallas, KILT Houston and KTSA San Antonio, all Texas.

FCC last week also approved the sale of KMLB-AM-FM Monroe, La. (1440 kc, 5 kw; 104.1 mc, 17 kw), by Liner's Broadcasting Station Inc., there, to WSTV Inc., Steubenville, Ohio, for $105,000.

REAP PROFITS

... with A P news

You know that the best profit-making program on the air is NEWS.

You have an important advantage when the news you offer your sponsors is AP.

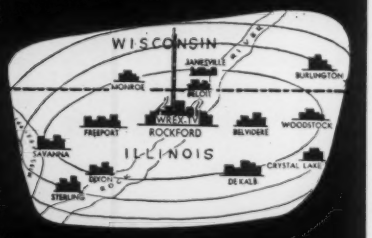
You know, if AP says it—it's so.

You can reap profits with AP news.

AP

THE ASSOCIATED PRESS
50 ROCKEFELLER PLAZA
NEW YORK 20, N. Y.

BIG and still growing



ROCKFORD
Area of
market power!

New industries continue to come to Rockford . . . and companies already here continue to expand. That is why Rockford has become the NO. 1 City in Illinois (outside Chicago) . . . and a rich market for your products or services. Rockford is the 2nd largest machine tool center in the world . . . 34th in the USA in expendable income . . . 36th in buying power . . . and 13th in Postal Savings.

BIG and still growing

- Survey after Survey of 14 counties indicates Uncontested Dominance of Northern Illinois-Southern Wisconsin area by WREX-TV.
- Combined rural and industrial following . . . ideal for test campaigns.

WREX-TV
Tops in
sales power!

WREX-TV — "The Viewers' Choice" DELIVERS your message to the buyers in this rich industrial and agricultural market.
The consistent high quality in production, promotion and merchandising of both spots and programs has earned many major awards for WREX-TV this year! For the best medium to reach this Rockford area market consult H-R for the WREX-TV story.

J. M. BAISCH, General Manager
REPRESENTED BY H-R TELEVISION, INC.

WREX-TV
CHANNEL 13
ROCKFORD
ILLINOIS

HEARING COMPLETED ON PROMOTION PLAN

- **FTC, manufacturers heard**
- **Issue: merchandising plan**

The question raised by the Federal Trade Commission 13 months ago as to whether advertisers legally can take advantage of chain-store merchandising plans offered with radio-tv schedules came within sight of a conclusive answer last week.

FTC Hearing Examiner Abner E. Lipscomb heard both sides of the FTC's case against a group of manufacturers charged with granting promotional allowances to favored customers (food and drug chains) in violation of the Robinson-Patman Act [B•T, beginning July 30, 1956].

Broadcasters are watching the action closely. At stake is the future of a point-of-sale merchandising concept which has become general practice in the industry.

Represented at Thursday's hearing in Washington on legal aspects of the case were Groveton Paper Co., General Foods Corp., Sunshine Biscuits Inc., Piel Bros. Inc., Hudson Pulp & Paper Corp. and P. Lorillard Co. Cyrus Austin of Appell, Austin & Gay, New York, arguing for the firms, said that issues to be decided are whether payments made to broadcasters were for the benefit of grocery chains and whether payments to stations (network-owned radio and tv facilities of ABC, CBS and NBC in metropolitan markets) were in consideration of in-store promotion.

Three other firms originally charged by the FTC with illegal use of radio-tv merchandising plans were not involved in the the hearing last week. Cases still are pending against Pepsi-Cola Co., Coca-Cola Bottling Co. and Sunkist Growers Inc. It is possible these may be settled by stipulation or consent agreements without reaching hearing stages. The other six now await an initial decision by Examiner Lipscomb and subsequent action by the full FTC membership. It may be a month or more before an initial decision is announced.

To support the manufacturers' contention that participation in broadcasters' merchandising plans did not constitute customer favoritism, Mr. Austin said the advertisers did not adopt the broadcasters' trade deals with stores when they signed for a radio-tv commercial time. Keystone of his argument was a position that the firms signed for time after the stores already had been compensated by stations for promotional display space (by free time for institutional advertising). The FTC contention that networks acted as intermediaries between manufacturers and customers was denied along with other allegations when respondents answered the government complaint [B•T, Oct. 29, 1956]. The federal agency must prove intent by manufacturers to favor certain customers, Mr. Austin said.

Eugene Kaplan, FTC counsel supporting the compaint, said the examiner must decide whether the firms were trying to do indirectly what they legally cannot do directly; that is, to give favored customers allowances without making the same allowances available proportionally to all other customers. In effect, Mr. Kaplan said, the contract between advertiser and station and that between station and store equal one contract.

NTA Asks Commission Approval To Purchase 75% of KMGM-TV

National Telefilm Assoc., New York, last week requested FCC permission to buy 75% of KMGM-TV Minneapolis for $650,000. The other 25% is owned by Loew's Inc.

The outgoing 75% ownership of the outlet, United Television Inc., said the sale was prompted because more attention and financing of the ch. 9 facility is required "than had been anticipated." It also made known total assets of $1,195,142, and a deficit of $634,536, as of last June 30.

NTA is primarily concerned with tv film distribution and production. When approved, the purchase [B•T, Aug. 26] will constitute the firm's first broadcast acquisition. In its application to buy KMGM-TV, NTA told the Commission that, as of July 31, it had total assets of $33,068,746. Profits for the year ended July 31 have not been computed, according to the firm. But NTA stated that it cleared $414,877 in the previous fiscal year.

In documents filed with the FCC, NTA described its ownership: Ely A. Landau, president and director, and former New York radio and television advertising executive, 7.9%; Oliver A. Unger, executive vice president and director, 3.5%; Harold Goldman, vice president ad director, 3.1%; along with three other NTA officers owning less than 1%.

NTA said that its over-all ownership was spread among 2,757 stockholders, as of Aug. 15. Some of these included known firms: Cruttenden, Podesta & Co., Chicago, 5.3%; Newburger Loeb & Co., New York, 5.1%, and Merrill Lynch, Pierce, Fenner & Beane, New York, 4.8%. But NTA pointed out that these companies held much of their holdings for clients whose stock purchases had yet to be formally transferred.

Airspace Panel Asks FCC Okay For KRON-TV Tower-Platform

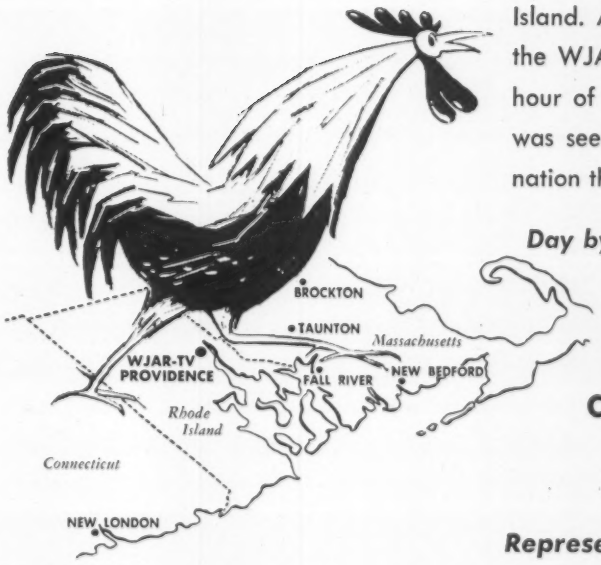
The Airspace Panel of the Air Coordinating Committee last Thursday recommended FCC approval for the new KRON-TV San Francisco (ch. 4) tower which will have a platform 564 feet above ground, capable of "supporting antennas for 12 television stations," according to R. D. Irving, station promotion manager.

When FCC approval is forthcoming, all other tv stations in the San Francisco-Oakland area reportedly will be asked to locate antennas on KRON-TV's new tower, thus "creating an antenna farm." Already two other stations—KQED (TV), educational outlet on ch. 9, and the new station licensed for ch. 2—are expected to join KRON-TV on top of the tower. The tower will be constructed on San Bruno Mountain, where one of the station's present antennas is located, will cost about $1,400,000 and will require six months to a year for completion.

Here's One Way WJAR-TV Sells 'Em In The PROVIDENCE Market...

In August, 1957, three year old Eileen Fahey was the object of the most intensive search in the history of Rhode Island. Almost from the moment of her disappearance, the WJAR-TV news cameras were on hand. Within the hour of her dramatic rescue, their exclusive film report was seen on WJAR-TV, and eventually throughout the nation through facilities of NBC, CBS, ABC, INS and UP.

Day by day, WJAR-TV reaches 'em and sells 'em!



WJAR-TV

CHANNEL 10, PROVIDENCE, R. I.

NBC abc

Represented by Edward Petry & Company, Inc.

NARTB REGIONAL MEETS BEGIN

Two junior-sized industry conventions will be held this week in two cities—Schenectady, N. Y., and Cleveland—as NARTB's annual autumn meetings get underway.

These regional sessions provide workshop and discussion sessions devoted to the day-to-day operating problems facing broadcasters, supplying a service not available at the annual NARTB meetings in the spring.

At NARTB headquarters, William L. Walker, assistant treasurer, said advance registrations indicate heavier member attendance at both of the two-day meetings. He said non-member stations, invited to all eight regional sessions, have shown a lot of interest and the combined attendance might set alltime records.

Headquarters officials said no pressure will be placed on non-members to join the association but they explained the programming will demonstrate some of the services supplied to members and point out how the national association is facing a swarm of critical regulatory and legislative problems in Washington.

The Schenectady meeting at the Van Curler Hotel will be opened this morning (Monday) by Simon Goldman, WJTN Jamestown, N. Y., host director. The Cleveland host director Thursday and Friday at the Statler Hotel will be Robert T. Mason, WMRN Marion, Ohio.

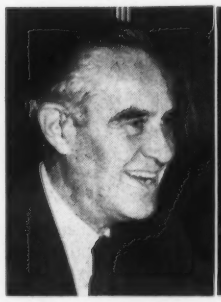
NARTB enters the series of eight regional sessions with 1,362 am stations as members out of a total of 3,024 on the air; 328 of 539 fm stations; 325 of 483 tv stations and 117 associates. William Carlisle, NARTB station relations manager, and members of his staff will attend the eight meetings.

A visual aid will be used during the series to point up talks by NARTB staff specialists. A Beseler Vu-Graph for rear and front projection on a large screen will be employed by the dozen headquarters officials who are making the meeting circuit.

Guest speakers at Schenectady include Philip D. Reed, chairman of the board, General Electric Co., speaking at the Monday luncheon on "New Frontiers of Business Responsibility"; Gov. W. Averell Harriman of New York, Monday evening banquet speaker, and Dr. C. Guy Suits, GE research vice president, who will speak Tuesday afternoon during a tour of GE research facilities.

The two-day program format to be followed during the eight meetings is based on combined radio-tv sessions the first morning and second afternoon. Split radio-tv programs are planned the first afternoon and second morning [B•T, Sept. 9].

President Harold E. Fellows will address the Tuesday luncheon at Schenectady and the Thursday luncheon at Cleveland. John F. Meagher, radio vice president, and Thad H. Brown Jr., tv vice president, will open the business programming the first morning with a rapid-fire dialogue titled "E Pluribus Unum."



GOV. HARRIMAN

MR. REED

SEN. POTTER

MR. DONALDSON

The opening afternoon tv session will get down to television basics, covering air and wire versions of paid-tv service, tv allocations, channel assignments and Television Allocations Study Organization.

Guest speakers at Cleveland will be Sen. Charles E. Potter (R-Mich.), member of the Senate Interstate & Foreign Commerce Committee, and Ben R. Donaldson, institutional advertising director of Ford Motor Co. Mr. Donaldson will speak on "The New American Road."

Bartlesville Telemovies Feature Of NCTA Conference Sept. 24-26

The Bartlesville Telemovies story [B•T, Sept. 9]—and the relationship of community television operators to cable theatre—will be the feature of the Western Regional Conference of the National Community Television Assn. at Los Angeles' Ambassador Hotel Sept. 24-26.

Scheduled to discuss cable theatre activities and potentials are: Matthew Fox, Skiatron Tv president; Paul MacNamara, International Telemeter Corp. vice president; Milton Shapp, Jerrold Electronics Corp. president; Allen J. O'Keefe, Gamble-O'Keefe west coast theatre circuit; Lloyd Hallamore, president of Hallamore Electronics, and Jack D. Wrather Jr., broadcaster and program producer (KFMB-AM-FM-TV San Diego, KERO-TV Bakersfield, both California; KYAT [TV] Yuma, Ariz.; WJDW [TV] Boston, Mass., and *Lassie*, *Lone Ranger* and *Sergeant Preston of the Yukon*).

Also on the agenda are: management panel, co-chaired by Mrs. Pat Hughes, Moses Lake, Wash., and Robert J. Tarlton, Lansford, Pa., antenna operators; taxes and

in Fresno and the Billion $ rich San Joaquin Valley
...we inject your message
#1
ACCORDING TO LATEST ARB SURVEY!
Kjeo-tv
REPRESENTED NATIONALLY BY THE BRANHAM COMPANY
O'Neill Broadcasting Company
P.O. BOX 1708, FRESNO, CALIFORNIA

In Louisville -

the more you compare balanced programming, audience ratings, coverage, or costs per thousand— or trustworthy operation—the more you'll prefer

WAVE Radio
WAVE-TV

LOUISVILLE

NBC AFFILIATES

NBC SPOT SALES, EXCLUSIVE NATIONAL REPRESENTATIVES

WFIE-TV, Channel 14, the NBC affiliate in Evansville, is now owned and operated by WAVE, Inc.

legal panel, moderated by E. Stratford Smith, NCTA general counsel; common carrier microwave panel, co-chaired by Austin L. Olsen, Motorola, and Edward Stout, Raytheon; advertising and sales panel, moderated by Edward P. Whitney, NCTA executive secretary; technical session, co-chaired by George Frese, Wenatchee, Wash., consulting engineer, and Archer S. Taylor, Missoula, Mont., consulting engineer.

Michigan Meet Gets Advice From Agencies

The customer always has some good ideas about the way radio and tv stations operate their facilities, members of the Michigan Assn. of Radio & Television Broadcasters realized Friday after two days of meetings. MARTB's sessions were held at Hidden Valley Lodge, Gaylord, with President J. P. Scherer, of WHFB Benton Harbor, presiding.

Advertiser and agency speakers took part in Thursday panels on radio and television advertising, offering suggestions to broadcasters and paying tribute to the impact of radio and tv advertising.

In a talk by Edwin J. Anderson, president of Goebel Brewing Co. and president of the Detroit Lions football club, broadcasting and sports were described as a natural combination. Mr. Anderson said Goebel's position in the brewing field has risen steadily during 15 years of sports sponsorship. "More people associate Goebel with baseball than ever listen to the games," he said. He recalled that six other breweries bid against Goebel for the Detroit Tigers 1957 broadcast rights. He said Goebel is the oldest continuous baseball sponsor.

A panel on modern radio was moderated by Harry Lipson, WJBK Detroit. Leonard Simons, of Simons-Michelson, Detroit agency, said creative selling is becoming more important every day.

Lou Luckoff, Luckoff & Wayburn agency, Detroit, said saturation schedules are the "only way to insure radio success." He has been called "the father of saturation radio."

John Hartigan, of MacManus, John & Adams, Bloomfield, Mich., claimed the 7-9 p.m. period is becoming much more important, with people catching up with the news at that time. "Their listening is more attentive than during traffic hours," he said.

In a television forum moderated by Harry Travis, WNEM Bay City, Mich., Halsey Barrett, Television Bureau of Advertising, called tv a selling as well as advertising medium. Gerry Martin, Kenyon & Eckhardt, discussed ratings and merchandising.

Clyde Vortman, of Zimmer, Keller & Calvert, Detroit, explained what the agency looks for in buying time from a tv station. Charles Campbell, of MacManus, John & Adams, stressed the importance to telecasters of calling directly on the advertiser as well as the agency.

Lloyd George Venard, president of Venard, Rintoul & McConnell, station representatives, advocated use of trade paper advertising in a Friday talk.

BPA Sets Convention Nov. 1-2

The second annual convention and seminar of the Broadcasters' Promotion Assn. will be held at the Sheraton Hotel, Chicago, Nov. 1-2, it was announced last week by David E. Partridge, BPA president and advertising-sales promotion manager of the Westinghouse Broadcasting Co. Seminar subjects selected for panel discussions at the convention include trade paper advertising, effective on-the-air promotion, sales presentations, merchandising and promotion and cooperation with agencies and syndicates.

Report on Canon 35 Scheduled By ABA for Wide Distribution

The American Bar Assn. plans to give "widespread distribution" in late October or early November to a special committee report dealing with recommendations for revising the legal profession's Canon 35 on radio-tv-newsreel access to court proceedings.

A preliminary draft already has been prepared by the American Bar Foundation's Committee on Professional and Judicial Ethics. The report, after being approved by ABA, will be submitted to its policy-making House of Delegates' mid-year meeting in Chicago next February.

It's expected the committee will recommend some changes in the language of the present Canon 35, which forbids radio-tv broadcasting of courtroom activities during actual proceedings or recesses. Picture-taking also is prohibited. The only exceptions are naturalization or other ceremonial proceedings. The canon of ethics (judicial) has been adopted by supreme court bodies in about half of the 48 states.

Aside from semantic changes, the question is whether the committee will favor an actual easing of restrictions on broadcasters. The report will be distributed throughout the legal profession and to all media. The House of Delegates is expected to adopt the report, though it has disagreed with ABA advisory groups on some occasions in the past.

Eight to AP Radio & Tv Assn. Board

Following tabulation of voting by more than 900 member stations, Associated Press Radio & Television Assn. has announced the election of eight directors to fill vacancies on the board of directors, which meets Sept. 23 in New York. Jack Shelley, WHO Des Moines, president of the current board, was elected to a new four-year term as was Tom Eaton, WTIC Hartford, Conn. Others elected to the APRTA board: James M. Gaines, WOAI San Antonio (four-year term); John R. O'Meallie, WSMB New Orleans (unexpired one-year term); Nathan Lord, WAVE Louisville (unexpired one-year term); Richard O. Lewis, KTAR Phoenix (unexpired one-year term); William W. Grant, KOA Denver (four-year term) and Ken Nybo, KBMY Billings, Mont. (unexpired two-year term).

SDX Plaque Honors H. L. Mencken

The late H. L. Mencken was honored posthumously with a memorial plaque by Sigma Delta Chi, national professional journalism fraternity, during a special dedication telecast on WMAR-TV Baltimore Sept. 12 (5:30 p.m.). Alistair Cooke, who appears on NBC-TV's *Omnibus*, served as moderator, with Marquis Childs, syndicated columnist and chairman of SDX's historic sites ceremony committee, making the formal presentation. The plaque included the words, "newspaperman, author, editor, critic, philologist" and Mr. Mencken's own suggested epitaph. The presentation was timed with the birthday of the Baltimore sage, who died Jan. 29, 1956.

DEAL WITH...

YOUNG REPRESENTATIVES, INC.

For quick action and a market by market research analysis call a Young representative.

KJAY—the #1 station in Topeka, Kansas—is now represented by—

YOUNG REPRESENTATIVES, INC.

KJAY guarantees maximum coverage of the richest farm area in the heart of our country and the capital of Kansas.

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CAN STATE REGULATE WIRE TV?

- **California agencies tell state assembly unit they doubt it**
- **Subcommittee hears plans of firms interested in system**

Unless closed-circuit toll tv systems can be classified as public utilities, it is doubtful whether the State of California has the authority to control their operations or regulate their rates. And, in view of the ruling of the State Supreme Court that community antenna systems cannot be classed as public utilities under the present California laws, it is doubtful that closed-circuit toll tv systems can be so classed.

That is what representatives of a number of state agencies told the Subcommittee on Corporation Laws of the California Assembly Interim Committee on Public Utilities and Corporations during a hearing on toll tv held Tuesday in Los Angeles. The hearing was the first of a series to be held at various places through the state to determine whether this new home program service, if it materializes, should be regulated by the state, committee Chairman Louis Francis stated.

In addition to the state experts, the committee heard representatives of a number of organizations interested in providing toll tv service to California citizens.

The assemblymen questioned the toll tv spokesmen closely over the feasibility of operating under a multiplicity of local municipal franchises (52 in the Los Angeles metropolitan area alone), asking whether a statewide franchise would not be better. This seemed to be of more concern to the committee than to the toll tv operators, who testified that the terms of these city franchises are generally uniform throughout the state and that differences usually stem from local conditions that can best be met on the local level. The League of California Cities, which has prepared a standard municipal franchise form for use by cities throughout the state, was credited with simplifying the problem and obviating the need for a statewide franchise.

Alex Yakutis, deputy legislative counsel to the committee, said the method of distribution of a tv signal determines the jurisdiction. If it is broadcast, it is considered interstate and the FCC has sole jurisdiction. If it is distributed by wires or cables within the confines of the state, then it would seem to fall under state jurisdiction, he said. But he reminded the committee of the court ruling that community antenna systems are not public utilities and not subject to state control under the present law.

Herbert A. Smith, assistant commissioner, California Division of Corporations, said this division does not believe it has jurisdiction over toll tv franchises, since a franchise issued by the state or a municipality is not a security.

Melvin E. Mezek, senior utilities engineer of the state Public Utilities Commission, said the PUC has control over circuit charges made by the telephone companies for leasing their physical facilities to other organizations, including toll tv companies, but that it is doubtful in view of the community antenna ruling that this control could be extended to charges of the toll tv companies.

Mr. Mezek said if the law were amended to make a toll tv system a public utility, then PUC would assume jurisdiction.

Broley E. Travis, chief of the valuation division, California Board of Equalization, said the board is interested only in taxes of companies certificated by PUC and since no toll tv system has been so certificated the board has no jurisdiction.

Speaking for Skiatron Tv Inc., which has applied for franchises in Los Angeles, San Francisco and other state communities, Bernard Brennan, attorney, said Skiatron does not intend to take over any programming now available on broadcast tv, either regular weekly programs or such established events as the Rose Bowl Parade. Nor does it intend to include any advertising with its program service, he said. He admitted that if toll tv is successful it might be under pressure from advertisers to let them buy access to its subscribers, but he said the best protection against this would be the terms of the franchise and the integrity of the system operator.

Jerome L. Doff, Skiatron vice president, said the wireline studio-to-home carriers his company plans to use would cost about $14 a home, or a total wireline cost of about $12 million for Los Angeles County. He declined to estimate what the program charges would be, saying they will depend on "what the product costs, what the traffic will bear and what competition will allow."

Chester I. Lappen, vice president and counsel of International Telemeter Corp. (Paramount Pictures subsidiary), described in detail the coinbox attachment for program payment developed by his company [B•T, March 25] and invited the committee to witness a demonstration of the system in operation. Chairman Francis said the group would accept at its earliest opportunity.

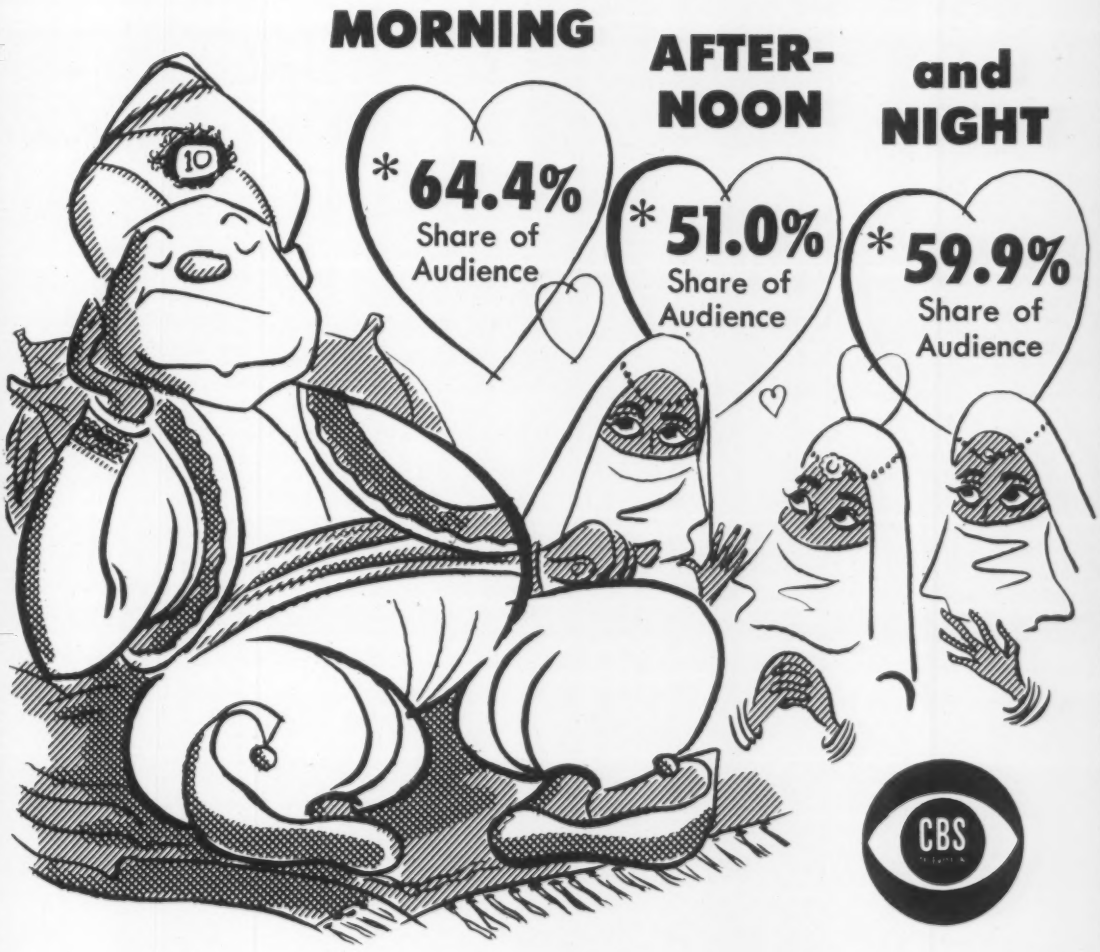
Explaining that Telemeter does not expect to operate a toll tv service, but to license local operators to use its equipment, Mr. Lappen warned the committee that any attempt to apply public utility regulations, such as setting program rates, would present many difficult problems. "Competition, not regulation, is the answer," he said.

He noted that the low cost of a program distribution center, which he put at about $25,000, would enable a system to operate successfully with only 2,000 subscribers, commenting that having a number of separate systems may work better than trying to extend the wires of a single system too far.

Jordan E. Beyer, vice president of National Jerrold Systems, said his company proposes to provide program services on a flat monthly fee of $8.50 ($100 a year) in San Francisco, where it has applied for a franchise, by eliminating the need for checking program use, making out monthly bills of varying amounts, providing program promotion, making or buying attachments for tv receivers and installing and maintaining them. He said Jerrold can offer any expensive program service at a bargain price and can operate profitably with 50% saturation. A two-channel service is planned, he said, with motion pictures for two days, plus sports or other special programming which will be presented when these events are available.

Jerrold will use double-shielded cables to

HO, HUM! It's the same old story . .



*LATEST ROCHESTER ARB REPORT, FEBRUARY 1957

ROCHESTER, N. Y.

National Representatives:
THE BOLLING CO. (WVET-TV)
EVERETT-McKINNEY (WHEC-TV)

IN ROCHESTER . . . IT ALL ADDS UP TO 10

A Challenge!

WE HAVE NO UNSUCCESSFUL SPONSORS!

your investigation of this fact is invited

You too will find that SPANISH RADIO IS EFFECTIVE

when you advertise in Southern California on

KWKW
PASADENA • LOS ANGELES
Spanish Language Station

L. A.—RYan 1-6744
S. F.—Theo B. Hall
Eastern Rep.—National Time Sales

transmit its programs, Mr. Beyer said. This is much more expensive than open wire lines, costing $4,000 a mile without drops to the homes, but Jerrold's experiments with open wires have not been successful in producing picture transmission of satisfactory quality, he stated.

Mr. Beyer said that in the community antenna field, where 350 of the national total of 500 systems are completely or partially equipped by Jerrold, pole rights have been purchased from the telephone company (and in some instances the power company, too) at rates regulated by the public utility commission. But closed-circuit toll tv is something different, a commercial venture rather than a public service, he said, and as such it calls for new policy decisions. If the telephone companies provide pole attachment space, how many toll tv companies can get this service? If the telephone companies install the wires or cables themselves and lease this service to the toll tv operators, then there will be no need for franchises beyond those the telephone companies already hold. If the phone companies give pole attachment rights, the tv companies can put up the overhead wires, but what about underground ducts? Are they available for toll tv use or not? If they are, who will make those installations?

Chairman Francis said that at the committee's next hearing, the telephone companies would be asked to present their views on toll tv service requirements and how they plan to meet them.

Julius Tuchler, representing Pacific Drive-In Theatres Corp., urged that in the absence of federal regulation of programming such as the FCC provides for broadcasters, some sort of state regulations be set for closed-circuit toll tv programming to prevent abuses. He particularly urged the establishment of safeguards against the monopoly of toll tv channels by one political party or candidate on the order of the equal time provisions of the Federal Communications Act.

Gilmore Announces Opening Of CCA N. Y. Sales Office

John C. Gilmore, sales vice president of Community Club Awards, announces the opening of sales offices at 527 Madison Ave., New York. All sales are to be handled through the new office. Sept. 4 was opening day, Mr. Gilmore reports. Increased national accounts and availability of service for multiple markets were reasons given for the move from Norfolk, Va.

MR. GILMORE

Wire Pay Tv in East: Go-Ahead Asked in D. C.

Paid wire-tv broke into the East last week.

WOL-AM-FM Washington embraced the new medium Tuesday, announcing it had asked the District of Columbia Board of Commissioners for permission to install a closed-circuit wire tv system.

Henry Rau, president of Washington Broadcasting Co., operating the WOL stations along with WDOV-AM-FM Dover, Del., and WNAV-AM-FM Annapolis, Md., told D. C. commissioners that his company would provide a program service involving a monthly fee. Programming, he said, would include feature films, Broadway plays, operas, concerts, sports and educational programs.

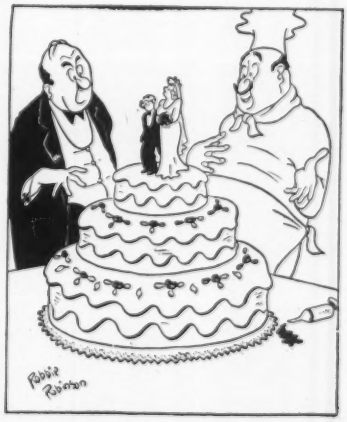
A Washington wire system involves special problems, since a substantial portion of the utility wiring is underground. Mr. Rau said he had discussed installation problems in a preliminary way with Chesapeake & Potomac Telephone Co., which is studying the matter.

FCC approval is not required for the project, according to Leonard Marks, attorney for the applicant. However, Mr. Rau said the service might be extended into Washington suburban areas in Maryland and Virginia. His application pointed to the closed-circuit wire system in Bartlesville, Okla. [B•T, Sept. 9], and the applications pending in San Francisco, Los Angeles, Denver and other major markets.

"It is our expectation that a nationwide group may be organized to act cooperatively for the purpose of securing entertainment fare such as I have outlined above on a regular basis," Mr. Rau's application explained.

Mr. Rau's application did not include data on cost of installing facilities but he said he would organize a separate corporation to handle the project.

President Robert McLaughlin of the D. C. board, said Comr. Alvin C. Willing and staff will make a preliminary study of the WOL application.



"—such bliss! They both listen regularly to KRIZ Phoenix!"

above—WBZ-TV's new Ideco tower at Boston, 1,199 feet above ground (1,349 feet Mean Sea Level).
right—Slot antenna will side-mount directly beneath WBZ-TV's present antenna. The super-gain antenna will bolt into the bottom section of the narrow tower top.

New Ideco Tower Designed for Future Stacking of Antennas, Future 300-Foot Height Increase

"Give us a one-antenna tall tower now, but provide for adding more antennas and another 300 feet of tower later."

That was the problem presented to Dresser-Ideco by WBZ-TV at Boston. The solution is this recently completed guyed tower, carrying WBZ-TV's channel 4, 6-bay antenna at 1,199 feet above ground (1,349 feet Mean Sea Level) . . . still another over-1,000-foot Ideco tower. A channel 5 super-gain antenna and a channel 7 slot antenna can be mounted beneath the WBZ-TV antenna later, without disturbing WBZ-TV's antenna and with no modifications to the tower necessary. Likewise, with no modification necessary, the tower can be increased to 1,499 feet (1,649 feet Mean Sea Level) simply by temporarily removing the antennas and adding another 300 feet of tower.

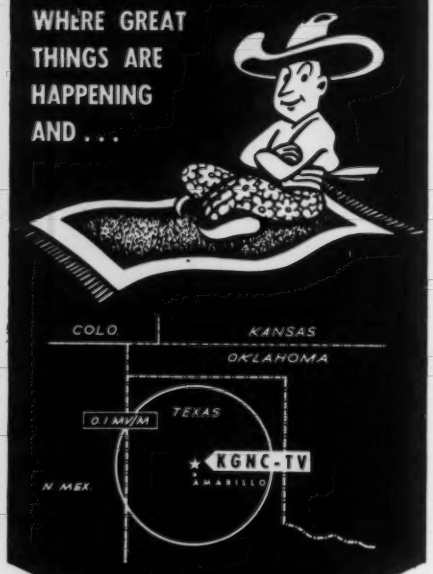
This WBZ-TV project is still another demonstration of Dresser-Ideco's ability to solve the unusual in tower design and building problems. This same engineering ability contributes to the soundness and economy of more routine towers, too.

So when you start thinking about your new tower . . . both for your present need and for the future, too . . . start planning with Dresser-Ideco. Write us, or contact your nearest RCA Broadcast Equipment representative.

Dresser-Ideco Company
ONE OF THE DRESSER INDUSTRIES
TOWER DIVISION, DEPT. T-11, 875 MICHIGAN AVE., COLUMBUS 8, OHIO
Branch: 8909 S. Vermont Ave., Los Angeles 44, California.

DRESSER IDECO

GET YOUR MESSAGE
ON THE MAGIC
GOLDEN SPREAD
WHERE GREAT
THINGS ARE
HAPPENING
AND . . .



BIG 4
IS THE
BIG BUY!

★ Over 100,000 TV Sets
★ Nearly $200,000,000 in Retail Sales in the Area

SERVED BEST BY
BIG 4

POWER: Visual 100 KW
Aural 50 KW
Antenna Height 833' above ground

KGNC-TV
Channel 4
AMARILLO, TEXAS

Four Executive Appointments Made at Triangle Properties

Roger W. Clipp, vice president and general manager, Radio and Television Div., Triangle Publications Inc., Philadelphia, has announced a series of executive appointments at four Triangle properties.

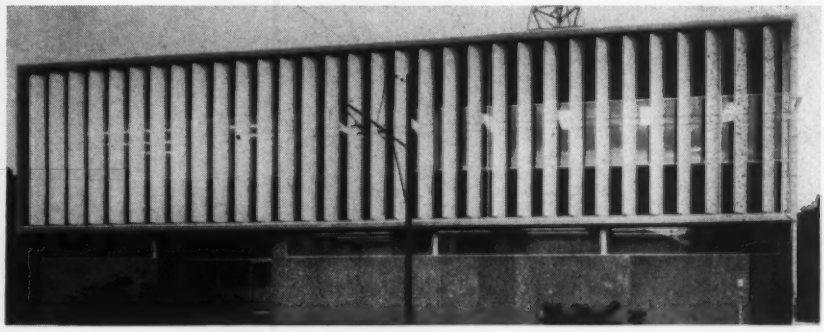
Ben B. Baylor Jr., former general manager of WINT (TV) Fort Wayne, Ind. (now WANE-TV), has been named station manager of WNHC-AM-TV New Haven, Conn. A 22-year radio-tv veteran, Mr. Baylor was assigned to concentrate on local and national sales development, reporting directly to Edward D. Taddei, general manager of the stations.

Frank Palmer, general manager of Triangle's WLBR-TV Lebanon, Pa., moves to WFBG-AM-TV Altoona-Johnstown in the same capacity. Joe Zimmerman, former director of station promotion for all Triangle properties, has been assigned to WLBR-TV, succeeding Mr. Palmer as general manager. Edward Scala, general manager of WFBG-AM-TV, will be director of sales development for WFIL-AM-FM-TV Philadelphia.

Mr. Palmer was general manager of WSEE-TV Erie, Pa., for three years before joining Triangle. Mr. Zimmerman, with the firm since 1950, also has served as director of advertising and promotion of WFIL-AM-FM-TV and director of operations of WFIL-TV. Mr. Scala was with Triangle's WNBF-AM-FM-TV Binghamton, N. Y., 10 years before transferring to WFBG-AM-TV 18 months ago.

John F. Dille Sr. Dies at 72

Last rites were conducted in Evanston, Ill., Friday for John F. Dille, 72, founder-president of the National Newspaper Syndicate, who died there Tuesday following an operation. He was the father of John F. Dille Jr., editor-publisher of the Elkhart Truth Pub. Co. and president of WTRC and WSJV (TV) Elkhart and WKJG-AM-TV Fort Wayne, Ind.



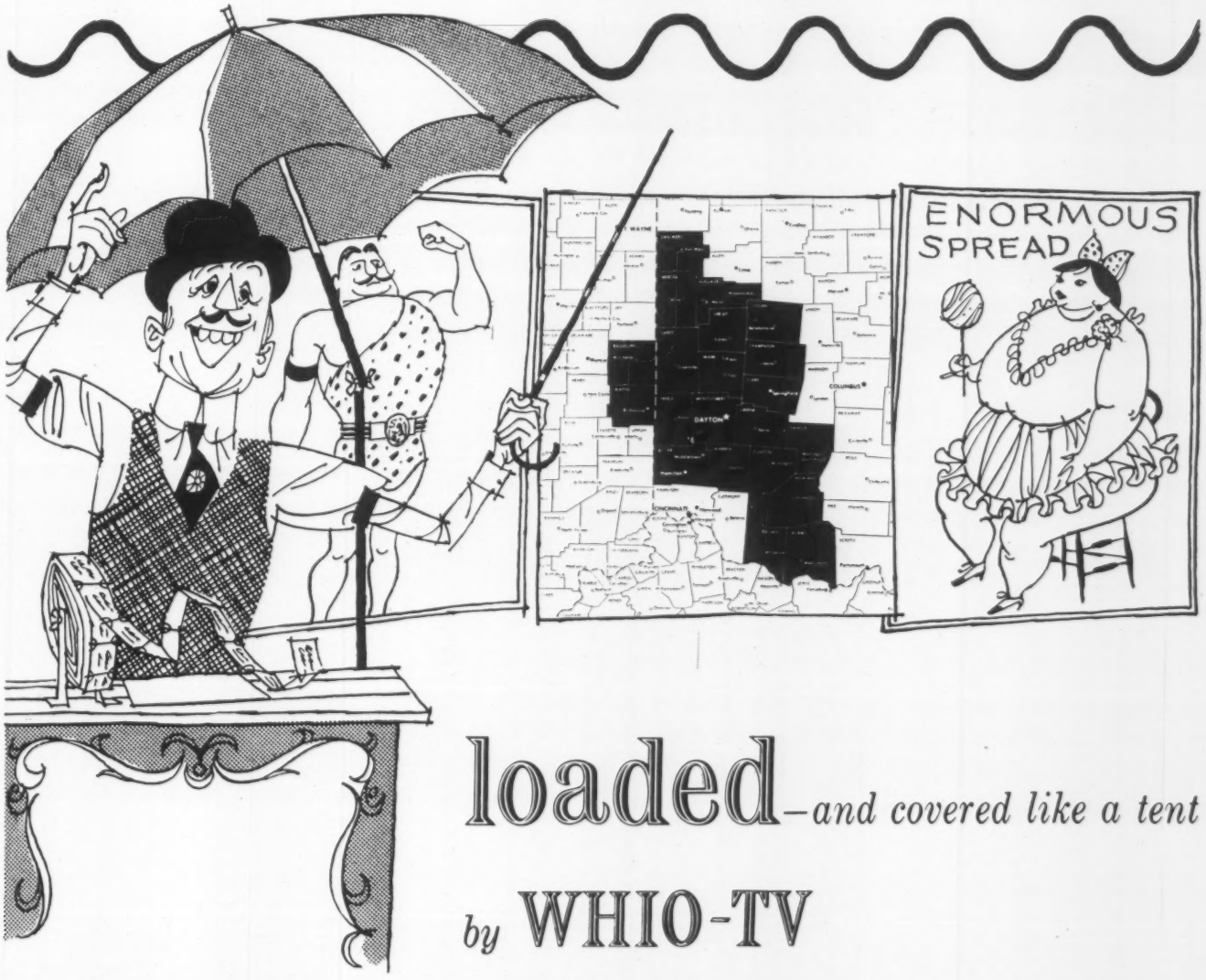
WWL-TV CH. 4 SIGNAL NOW ON AIR

WWL-TV New Orleans began operations Sept. 7 on ch. 4 as a CBS-TV affiliate, operating from a new plant at 1024 N. Rampart St. (above).

Technical facilities include full color equipment. Watching a monitor panel are (l to r) Rev. A. G. Goodspeed, S. J. faculty director for the Loyola U. station; Dan Hynes, chief video engineer; Very Rev. W. Patrick Donnelly, S. J., Loyola U. president, and Francis Jacob Jr., chief audio engineer.

W. Howard Summerville, for 18 years manager of WWL, is general manager of the operations. Harry W. Stone, veteran broadcaster, formerly of WSM Nashville, is commercial manager. Edward M. Hoerner is program director and J. D. Bloom is director of engineering. Other key members of the staff include Bill Dean, production supervisor; Pete McCausland, operations supervisor; Randy Gover, news director; Lou Boda, sports director, and Sidney R. Kittinger, art director.

MAIN ENTRANCE



loaded—*and covered like a tent*

by WHIO-TV

Bring *your* sales pitch to the WHIO-TV big top and tap one of the richest, best-covered areas on the circuit.

Big? You get 41 counties in 3 states—747,640 TV homes—with retail sales of $3,361,973,000 (courtesy Sales Management). Big enough?

Covered? Pulse consistently rates us with 13, 14 and sometimes 15 * of the 15 top weekly shows. Latest ARB credits us with 7 out of 10. And our maximum power with the 1104 ft. tower gets the message through.

Hurry, hurry, hurry! Get all market data and availability lists from National Frontman and Barker Deluxe, Doc George P. Hollingbery. The show's on the road.

***Hold the phone! Just-off-the-press Pulse gives us 15 out of 15 *again* for August!!!**

CHANNEL 7 DAYTON, OHIO

whio-tv
CBS

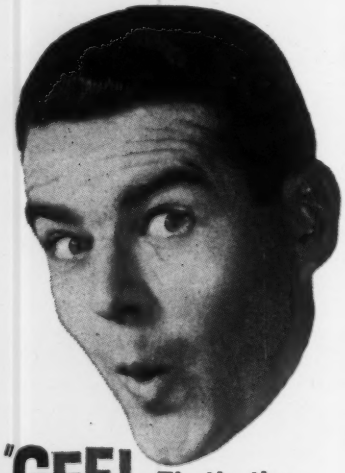
One of America's great area stations

Use the new improved sales tonic in Western New England. Like a doctor's prescription it contains several ingredients . . . WWLP & WRLP.

In Western New England Nearly Everyone Watches

WWLP Channel 22 Springfield-Holyoke, Mass.

WRLP Channel 32 Greenfield, Mass.



"GEE! That's the coffee for me!"

Commercials on WGN-TV have a way of getting results—because WGN-TV programming keeps folks wide-awake, interested—*and watching.* For proof, let our specialists fill you in on some surprising WGN-TV case histories and discuss your sales problems.

Put "GEE!" in your Chicago sales with WGN-TV Channel 9 Chicago

DATELINES

Newsworthy News Coverage by Radio and Tv

LITTLE ROCK—This Arkansas city has been the origination point for daily national newscasts, since school opened two weeks ago. WOR New York has aired daily direct reports on *Radio New York* from the outset of the pupil integration row. Such features as a claimed exclusive interview with the mayor of Little Rock have highlighted WOR coverage.

Rod MacLeish, Washington correspondent for Westinghouse Broadcasting Co. stations, has been telephoning beeper reports to WBC outlets six times a day from Little Rock, with daily 10-minute wrapup tapes, for one of the most comprehensive jobs among the country's independent stations, the company boasts.

On the day the Arkansas National Guard was posted around Little Rock's Central High School, WHB Kansas City had newsman Lee Griggs on the spot to feed direct reports to the station. He has broadcast several reports daily from Little Rock since the story broke.

ABC-TV was credited by many newspaper radio-tv critics with a scoop last week for persuading Gov. Orval E. Faubus of Arkansas to appear on the network's *Open Hearing* program Sept. 8. Critics congratulated the network for obtaining the first live interview on a network since the beginning of the school integration dispute in Arkansas. The telecast also was mentioned in regular coverage by newspapers.

NEW YORK—WLIB has kept its "beep" telephone busy recording on-the-spot interviews on the school integration problem throughout the South. The station, which programs heavily to the Negro audience, last week carried telephone interviews with a Negro who had been attacked in a Birmingham, Ala., incident (and was credited by the AP with breaking the news that the victim's wife also had been stabbed); a young Negro girl who had successfully entered integrated schools in Nashville, Tenn.; the Nashville police chief on the bombing of a school building there; the superintendent of schools of North Little Rock, Ark., on the barring of Negro students in that area, and, on Sunday, Sept. 8, carried a half-hour special program, *School Integration: 1957,* featuring telephone-recorded discussions with the Little Rock mayor, school superintendent, and an NAACP representative in Little Rock [B•T, Sept. 9].

INS-Telenews bolstered its staff for coverage of the school integration dispute in the South last week, assigning three complete camera crews to key areas. It stepped up its processing and distribution of films to tv stations and, a spokesman said, had film coverage available to stations within several hours of shooting in some instances.

Courtroom proceedings involving segregationist John Kasper were recorded for CBS Radio's *The World Tonight* by Jim Wilson of WLAC Nashville and Blaine Littell, producer of the show for CBS News. The recording, played Wednesday night, included arguments between the prosecutor and Mr. Kasper, plus a post-trial courtroom statement by the segregation leader.

A 45-SECOND announcement by General Manager Eugene S. Thomas will represent the entire inaugural program of KETV (TV) Omaha, when it bows on ch. 7 tomorrow (Tuesday), broadcasting from its three-floor building downtown. But the town will turn out to welcome its third tv station Saturday with a parade led by James Garner, star of ABC-TV's *Maverick* show. KETV streamlined its opening ceremonies to get on the air as soon as possible with ABC-TV's fall schedule.

WASHINGTON—WTOP-TV here flew in 15-year-old Dorothy Geraldine Counts yesterday (Sunday) from Charlotte, N. C., to tell the story of her enrollment in a previously all-white high school. Newsman Roger Mudd in a 1:30-1:45 p.m. interview asked Miss Counts about reports that she had been jeered at and spat upon when she entered for classes.

ST. LOUIS—An elaborate newsroom monitor system is paying off in immediacy for KXOK St. Louis. When a jet crashed the afternoon of Sept. 3 in Berkely, Mo., KXOK had an eyewitness telephone account on the air in eight minutes earning commendations from city and county officials. The station's monitoring system covers St. Louis city and county police calls and fire alarms and uses a local-national-world map multiplex system, with a three-way weather recorder.

MONTANANS

. . . have money

. . . spend money

and they prefer to watch

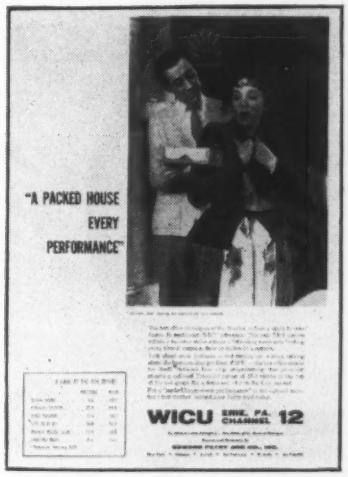
191,000 watts **K·MSO-TV** CBS ABC NBC

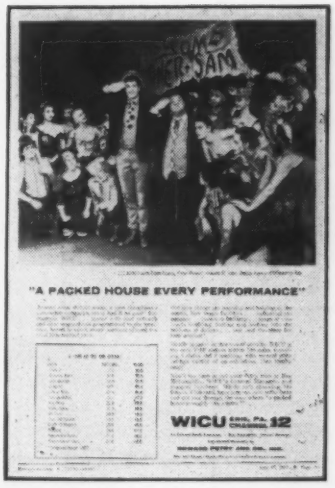
MISSOULA, MONTANA

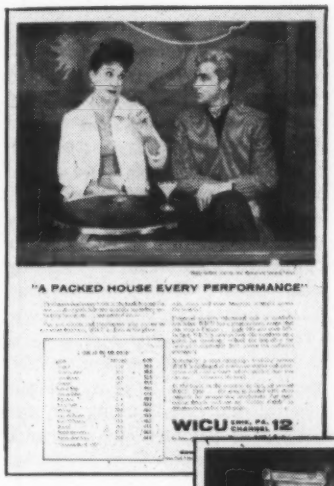
●

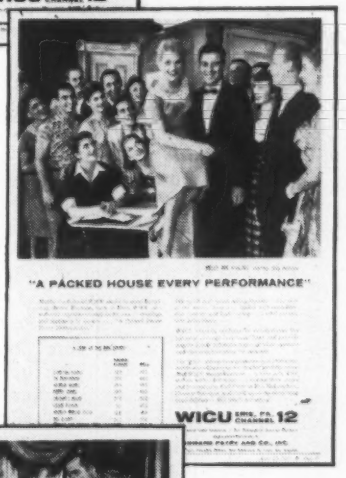
affiliated with **KGVO** radio

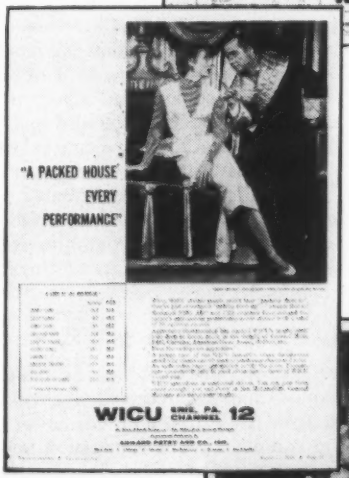
MOSBY'S INC.

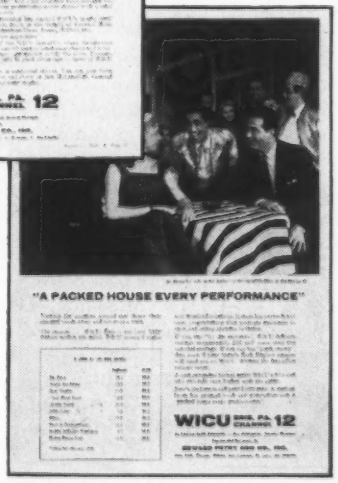












SO MANY PACKED PERFORMANCES THAT WICU's . . . . ENLARGING THE HOUSE !

For the past 15 months "A Packed House Every Performance" has occupied star billing on WICU's Marquee.

NOW, IT'S TIME TO ENLARGE THE LARGE HOUSE!

Come this fall, WICU will reach a $2 billion dollar retail market with a NEW TOWER extending 782 feet above average terrain. New transmitting equipment will increase WICU power from 30,000 watts to MAXIMUM POWER . . . 316,000 watts . . . increasing coverage by 189% (total families).

Around the tri-state area of Pa., Ohio and N. Y., it's WICU for fall coverage (totaling 19 U. S. counties —8 in Canada).

As usual, Petry and Ben McLaughlin, General Manager, have complete data for you.

Always the best—now even better with the new tower and power this fall!

WICU ERIE, PA. CHANNEL 12

An Edward Lamb Enterprise — Ben McLaughlin, General Manager

Represented Nationally By

EDWARD PETRY AND CO., INC.

New York • Chicago • Atlanta • Detroit • San Francisco • St. Louis • Los Angeles

Watch your ratings

c–l–i–m–b

with the Big

"B" SECTION

of the

SESAC

Transcribed Library

- All types of stirring band music—patriotic, military and collegiate marches, concert and novelty band selections.
- Complete program notes.
- Easy-to-sell scripts.
- All at its best at low monthly fees.

Write, right now . . .

SESAC INC.

The Coliseum Tower
10 Columbus Circle
New York 19, N. Y.

If you send up a balloon, you'll find rich winds moving in WBNS Radioland—and these breezes waft over $3,034,624,000.00 just ready to be blown. For the top Pulse-ratings 315 times out of 360 Monday through Friday quarter hours 6 a.m. to midnight select WBNS Radio. Ask John Blair.

WBNS RADIO

COLUMBUS, OHIO

WBC 'Reintroduces' WJZ-TV With New Programs, Promotion

Westinghouse Broadcasting Co.'s new ch. 13 Baltimore outlet, WJZ-TV (formerly WAAM [TV]), was launched during the past week with "the most varied and vigorous promotion-publicity-programming barrage in local history," according to a report from Westinghouse.

The promotion included newspaper ads, broadcast announcements, balloon drops, menu messages, a touring Ford Thunderbird and a Model T to contrast "the old and new" on ch. 13, the dispensing of ice cream sodas in Baltimore drug stores and an advertising tie-in with Stork Dydee Wash.

WJZ-TV programming also has been revamped, according to the report with "the WBC policy of strong emphasis on local and public service" shows coming to the fore. Among the local offerings is *Baltimore Close-up*, which features a remote, one of many that should help "reintroduce Baltimore to Baltimoreans," according to Larry Israel, WJZ-TV general manager. Among the public service programs is the Peabody-award-winning *Johns Hopkins File 7*.

Newspaper Strike Affects KSD-TV; KMOX, Other Ams Add Business

KSD-TV St. Louis, *Post-Dispatch* station, lost nearly two days of air time Sept. 7-8 when the city's two newspapers were shut down by a strike of 22 IBEW maintenance electricians. The station resumed service at 6:49 p.m. Sept. 8 when the strike ended. Union personnel had refused to cross a picket line at the *Post-Dispatch* building, where studios are located. KSD radio's schedule was interrupted briefly Sept. 7, service being restored at the transmitter house in East St. Louis. The *Globe-Democrat* is part owner of KWK-TV, whose service was not affected since studios are separate from the newspaper site.

St. Louis radio stations had a busy weekend as the newspapers suspended publication. At KMOX, account executives wrote many orders Saturday for newspaper advertisers who had scheduled Monday store sales and promotions. Most of the city's stations doubled their news programming and bulletin features, with listeners voicing their appreciation.

Lamb Gives $3,500 to ETV

The Toledo (Ohio) Educational Television Foundation has received a check for $3,500 from Edward Lamb for tower and antenna equipment. The foundation holds a construction permit for non-commercial, educational ch. 30 in Toledo. Commercial stations owned by Edward Lamb Enterprises are WIKK-WICU (TV) Erie, Pa., and WHOO-AM-FM Orlando, Fla. Mr. Lamb also holds a grant for ch. 23 WMAC-TV Massillon, Ohio. He sold his Toledo radio stations (WTOD-WTRT [FM]) recently to the Booth Radio & Tv Stations Inc. Commenting on educational tv, Mr. Lamb said, "It truly provides an extension of the most worthwhile in our entire educational system."

NTA in Final Negotiations For Newark Radio-Tv Outlets

National Telefilm Assoc., New York, was reported last week to be in the final stage of negotiation for the purchase of WATV (TV) and WAAT, both Newark, N. J., from the Bremer Bcstg. Corp. The purchase price is estimated at $3 million.

Though spokesmen for both companies claimed that no contract had been signed, it is understood that the principals have reached an agreement and only details are to be ironed out. The transaction covers only the radio and tv stations and not the real estate housing the outlets (the Mosque Theatre Bldg. in Newark).

One source close to the negotiations said NTA is prepared to pay $500,000 in cash, assume another $500,000 in long-range obligations and plans to wait two years before starting payments on the balance.

Last year when Ely Landau, president of NTA, organized the NTA Film Network (story, page 82), he disclosed plans for entering the station ownership field. Last month he purchased a 75% interest in KMGM-TV Minneapolis-St. Paul for an estimated $750,000 [B•T, Aug. 26].

Among those who have participated in the negotiations are Irving Rosenhaus, president of Bremer Bcstg. Corp., in which he and his family own controlling interest; Mr. Landau and Ted Cott, an executive of NTA who has had extensive station management experience with such outlets as WRCA-AM-TV, WABD (TV) and WNEW, all New York.

Goodfellow, Coyle Appointed To New Posts at WRC-AM-TV

Executive promotions at WRC-AM-TV Washington, NBC o&o stations, were announced Thursday by Carleton D. Smith, vice president and general manager. Joseph W. Goodfellow, sales director for both stations since 1953, was elevated to station manager of WRC radio. He has been with NBC eight years. William E. Coyle, for many years in Washington radio, succeeds Mr. Goodfellow as WRC-TV sales director. Mr. Coyle joined NBC Washington in 1956. Previously he had been promotion manager of the *Washington Evening Star*. He will continue to direct public relations, promotion and advertising for both stations.

REPRESENTATIVE APPOINTMENTS

WSBA York, Pa., appoints Headley-Reed Co., N. Y.

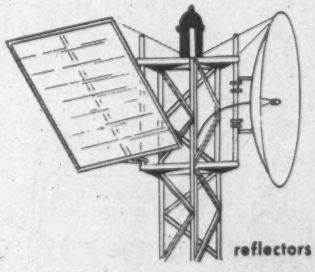
WBBB-AM-FM Burlington, N. C., names Thomas F. Clark Co., N. Y.

KWDM Des Moines, Iowa, appoints McGavren Quinn Co., N. Y.

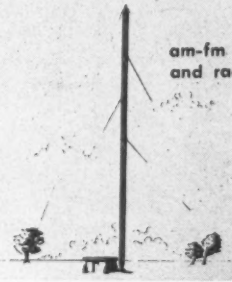
STATION SHORT

WRCA-TV New York has issued revised Rate Card 17-A which is designed for improved readability and includes new programs on station's schedule. Card does not call for any changes in rates over one issued last April, which is still effective.

In Microwave Towers and Reflectors . . . . .

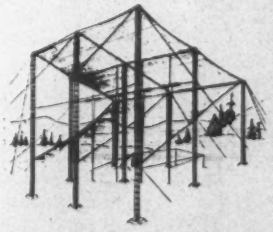


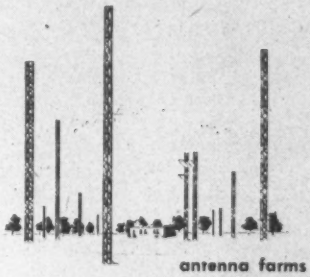
reflectors



am-fm towers and radiators

high gain corner reflector antennas





antenna farms

. . a Company is known by the companies that KEEP IT!

Mid-Continent Broadcasting Co.
Television Station KSAZ
Radio Station KFYR
Radio Station WWTV
Amalgamated Wireless Ltd., Australia
Collins Radio Co.
General Electric
Lenkurt Electric Co.
Motorola, Inc.
Page Communications Engineers, Inc.
Philco Corp.
Radio Corporation of America
Raytheon
Western Electric
American Telephone & Telegraph Co.
Bell Telephone Laboratories
Colorado Interstate Gas Co.
Michigan Bell (SAGE project)
Mid Valley Pipe Line
Ohio Power Co.
Southwestern Bell Telephone Co.
U.S. Air Force

tower fabricators and erectors the world over

TOWER
CONSTRUCTION CO.
SIOUX CITY, IOWA

WRITE TODAY for Free BOOKLET

TOWER CONSTRUCTION CO.
2700 Hawkeye Dr., Sioux City, Iowa

Please send me FREE copy of "Aluminum Reflectors"

Name .....

Firm .....

Address .....

City ..... State .....

Bill Pierce Is Your BEST BUY In The SCRANTON MARKET

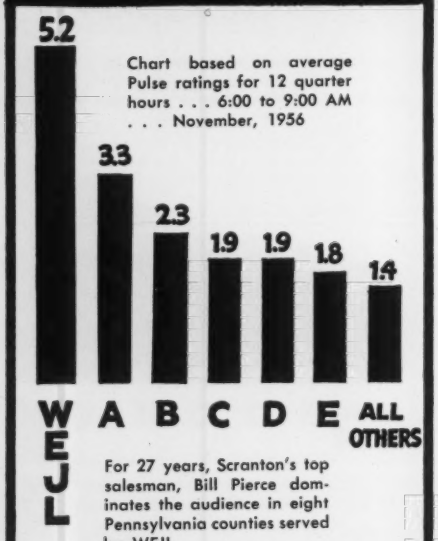


Chart based on average Pulse ratings for 12 quarter hours . . . 6:00 to 9:00 AM . . . November, 1956

For 27 years, Scranton's top salesman, Bill Pierce dominates the audience in eight Pennsylvania counties served by WEJL.

Ask MEEKER For Proof!

WEJL

The Scranton Times

SCRANTON, PENNA.

"GEE! Let's try that toothpaste!"

Commercials on WGN-TV have a way of getting results—because WGN-TV programming keeps folks wide-awake, interested—*and watching*. For proof, let our specialists fill you in on some surprising WGN-TV case histories and discuss your sales problems.

Put "GEE!" in your Chicago sales with WGN-TV Channel 9 Chicago

PEOPLE

A WEEKLY REPORT OF FATES AND FORTUNES

ADVERTISERS & AGENCIES

Robert S. Lewis, comptroller, Product Services Inc., N. Y., elected treasurer and director. **Diane Young,** formerly with Screen Gems, has joined agency as copy chief.

John H. Childs, senior account executive on Texaco (The Texas Co.) at Cunningham & Walsh, elected vice president of agency.

Frederick Anderson, vice president, McCann-Erickson, N. Y., has resigned. He had been with agency for eight years.

Hal H. Thurber, managing partner, Ewell & Thurber Assoc., Toledo, Ohio, and previously vice president of D'Arcy, St. Louis, elected executive vice president and director of Wade Adv. Agency Inc., Hollywood and Chicago.

◄ **H. M. Tibbetts,** product group marketing manager, Lever Bros., to Salada-Shirriff-Horsey Inc., Salada Div. (tea), Boston, as associate vice president. He will direct all operations for company's markets throughout central and eastern U. S.

Robert Kelly, formerly product manager for Lever Bros. Co., to Doherty, Clifford, Steers & Shenfield, N. Y., as account executive on Bristol-Myers unit.

Cliff Rodgers, president of Magnus Music Publishing Co. and former program director of WHKK Akron, and **Peter W. Mesner,** assistant television producer, Howard Senor Agency, Cleveland, both Ohio, to Jessop Adv. Co., Akron, as account executive and copy chief, respectively. **H. Taylor Protheroe,** head of Jessop art department, promoted to creative director.

◄ **Wilbert H. Falstein,** advertising and sales promotion manager, Gerber Plumbing Fixtures Corp., Chicago, to Sidney Clayton & Assoc., same city, as account executive. His new duties will include servicing Gerber account for agency.

Currie L. Brewer, formerly account executive at Tatham-Laird Inc., Chicago, to H. W. Kastor & Sons., same city, in similar capacity.

Gail Myers, timebuyer on Best Foods at Dancer-Fitzgerald-Sample, N. Y., to Lawrence C. Gumbinner Adv., same city, in similar position on Manischewitz (Monarch Wine Co.) account. **Harry Bargamian,** D-F-S, joins Gumbinner as estimator.

Eduardo Arguelles Campos, account executive with J. Walter Thompson Co., Mexico City, and formally sales manager of XEX, same city, to Robert Otto & Co., Mexico City, executive staff.

◄ **Edward Jancewicz,** program director department, WBZ-TV Boston, to Arnold & Co., same city, as radio-tv director. During his association with WBZ-TV, Mr. Jancewicz also served as location director for NBC on such shows as *Today, Home* and *Wide, Wide World.*

Daniel M. Partain, art director for Western Airlines and Desert Inn accounts, Buchanan & Co., L. A., to West Marquis Inc., same city, as art director.

Dan Blumenthal, former copy group head, Grey Adv., N. Y., to Donahue & Coe, same city, as copy supervisor on general consumer accounts.

Maurice Jones, formerly research director, Earle Ludgin & Co., Chicago, to Needham, Louis & Brorby Inc., same city, as research supervisor. **Frank R. Ladik,** previously market analyst at Swift & Co., to NL&B as research associate.

Ray Croker, formerly member of production staff, Dozier-Eastman & Co., L. A., to Charles Bowes Adv. Inc., same city, as assistant production manager.

Pierre Le Clerc, public relations supervisor, Standard Accident Insurance Co., Detroit, to MacManus, John & Adams, Bloomfield Hills, Mich., as copywriter on Dow Chemical Co. account.

Lester A. Friedman, vice president-copy director, Cunningham & Walsh, S. F., to Honig-Cooper Co., same city, creative staff.

Russ Burton, formerly with Arthur Jacobs Inc., N. Y., and Rogers & Cowan, Beverly Hills, Calif., to Kennedy, Walker & Wooten, Beverly Hills, publicity department.

Thomas H. Copeland Jr., assistant director of research division, U. of Minnesota's School of Journalism, to Erwin Wasey Ruthrauff & Ryan, L. A., research department. He will direct office's continuing copy testing program and work with existing services in testing effectiveness of tv commercials.

FILM

Frank Nurre, editorial department, Cascade Pictures, promoted to assistant to vice president in charge of production.

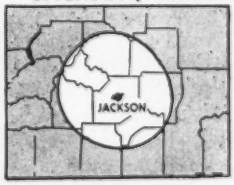
William Mitchell, formerly operator of his

WDXI-TV

CBS

JACKSON, TENNESSEE

Channel 7



Covering half million people in the mid-South

Represented by Venard, Rintoul & McConnell, Inc.

own art studio, to Southwest Film Lab. Inc., Dallas, as art director. **Joe Harris Jr.,** Jamieson Film Co., same city, joins Southwest Film as head of animation department.

Jack M. Stafford, Walter McCleery Adv., Beverly Hills, Calif., and **Barry Winton,** formerly account executive with Official Films and Tv Programs of America, both New York, to Famous Films sales staff. Mr. Stafford will headquarter in Hollywood and will cover 13 western states and Mr. Winton will headquarter in Atlanta and service southern part of country.

NETWORKS

◄ **Roger O'Connor,** tv spot sales account executive, Katz Agency, to ABN as account executive. Mr. O'Connor previously was with Avery-Knodel in radio spot sales and William Esty & Co. as timebuyer.

David A. Grimm, account executive, Meeker Co., N. Y., to American Broadcasting Network in similar capacity.

Barry Shear, former director of NBC-TV's *Arthur Murray Dance Party,* named director of network's new *Eddie Fisher Show* starting Oct. 1.

Thomas O'Malley, public relations executive, Ursula Halloran & Assoc., to NBC-TV's *Tonight* as talent scout for m.c. **Jack Paar.**

Dean Craig, program manager, KRCA (TV) Los Angeles, to NBC as unit manager.

STATIONS

◄ **Alexander M. Tanger,** commercial manager, WHDH Boston, elected vice president of WHDH Inc. (WHDH - AM - FM - TV) and appointed sales director. **Leslie Arries Jr.,** CBS Spot Sales, Chicago, joins WHDH-TV as tv director and will supervise basic operation of station, coordinating with sales department in its commercial function.

Chuck Christianson, Adam Young Inc., S. F. manager, to KRUX Phoenix as general manager, effective Oct. 1. Mr. Christianson previously was associated with KULA Honolulu, KJBS and KYA, both San Francisco.

◄ **Gene C. Gaudette,** regional-local sales manager, WRAL-TV Raleigh, N. C., to WAVY-TV Norfolk, Va., as general sales manager. **Charles Palmisano,** formerly sales manager for WEHT-TV Evansville, Ind., and programming-sales consultant for WTVK (TV) Knoxville, Tenn.; **Edward Bonham,** formerly account executive for KFMB San Diego, Calif., and **Catherine Basnight,** president of Norfolk Adv.

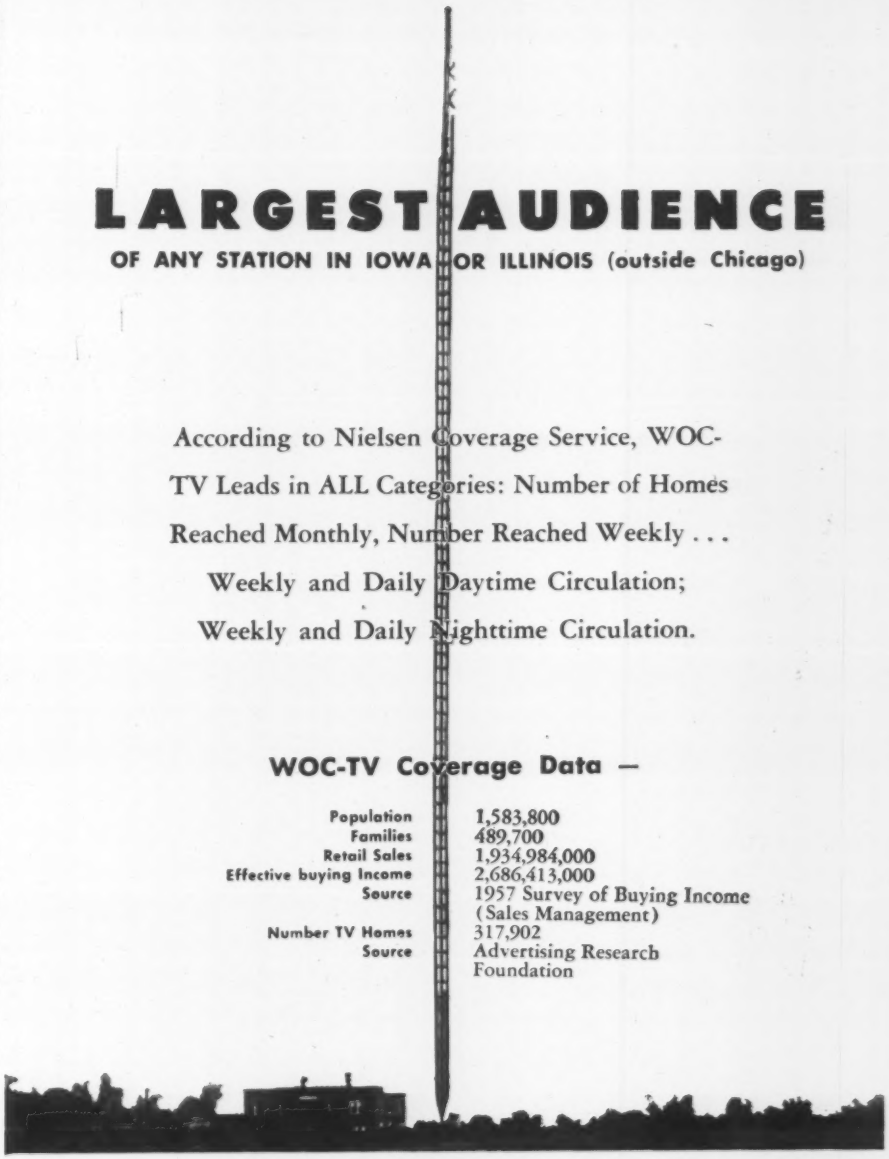
LARGEST AUDIENCE

OF ANY STATION IN IOWA OR ILLINOIS (outside Chicago)

According to Nielsen Coverage Service, WOC-TV Leads in ALL Categories: Number of Homes Reached Monthly, Number Reached Weekly . . . Weekly and Daily Daytime Circulation; Weekly and Daily Nighttime Circulation.

WOC-TV Coverage Data —

Population	1,583,800
Families	489,700
Retail Sales	1,934,984,000
Effective buying Income	2,686,413,000
Source	1957 Survey of Buying Income (Sales Management)
Number TV Homes	317,902
Source	Advertising Research Foundation



WOC-TV - Davenport, Iowa is part of Central Broadcasting Company which also owns and operates WHO-TV and WHO- Radio-Des Moines

The Quint-Cities Station—Davenport and Bettendorf in Iowa: Rock Island, Moline and East Moline in Illinois.

WOC TV

Channel 6 • Maximum Power • Basic NBC

Col. B. J. Palmer, President
Ernest C. Sanders, Res. Mgr.
Mark Wodlinger, Res. Sales Manager
PETERS, GRIFFIN, WOODWARD, INC.
EXCLUSIVE NATIONAL REPRESENTATIVES

1

United Press news produces!

PHILCO TLR-6

Provides Maximum System Reliability

Philco TLR-6 microwave provides economical transmission of NTSC compatible color or monochrome TV signals . . . plus full audio channel. Here is a completely modern microwave system . . . especially designed to meet the needs of community TV operators for thoroughly dependable operation.

Heavy duty power supply provides 1 full watt output to insure outstanding operational reliability in continuous unattended service.

Philco TLR-6 provides S-T-L relaying in the 5900 to 7400 mc bands. All components mount in standard 19″ racks. Unitized circuit construction simplifies maintenance. Built-in test and metering circuits combine with automatic stand-by to assure uninterrupted service at all times.

Here is reliability of performance unaffected by severe weather, free from the many limitations of wire and pole lines, unhampered by problems of difficult terrain, over-water transmission or expensive rights-of-way.

Philco engineers will be happy to help you with your special Microwave requirements. Please contact us for further information. Look ahead . . . and you'll choose Philco.

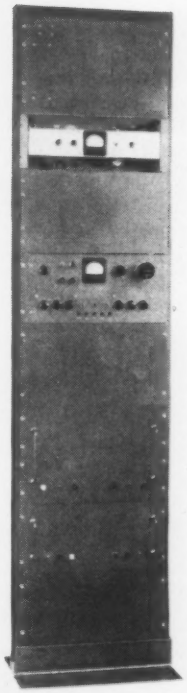
MICROWAVE

for Unattended TV Relaying!

- Highly *reliable,* unattended one-watt operation
- Field proven in extended multi-hop applications
- *True* repeater permits top quality, long haul operation
- Highest power in the industry
- Full voice channel multiplexing
- Philco offers complete turnkey service . . . surveys . . . installation . . . maintenance

Write for Specification Sheet which describes the new Philco TLR-6 microwave system.

At Philco, opportunities are unlimited in electronic and mechanical research and engineering.



PHILCO®

Government & Industrial Division

Philadelphia 44, Pennsylvania

In Canada: Philco Corporation of Canada Limited, Don Mills, Ontario

Club and active in sales work in that area, join WAVY-TV as account executives.

J. S. (Dody) Sinclair, administrative assistant to vice president, WJAR-TV Providence, R. I., named station manager.

Todd Branson, formerly account executive, WWCA Gary, Ind., to WGRY, same city, as station manager.

Bill Fox, general sales manager, KFMB-TV San Diego, Calif., named station manager. **George Stantis,** KFMB-TV production manager, and **Shirley Dixon,** in charge of network traffic, appointed production supervisor and traffic supervisor, respectively.

Robert J. Hoth, sales manager, KAKC Tulsa, Okla., named station manager, succeeding **Roy L. Cordell,** who transfers to KIOA Des Moines, Iowa, as station manager. **Bill Allred,** formerly advertising executive in Oklahoma City, joins KAKC as account executive.

Stuart Hall, assistant production manager, WCAX-TV Burlington, Vt., promoted to production manager.

Jerry Collins, WJBC Bloomington, Ill., promoted from announcer to program manager. He succeeds **Warner Tidemann,** resigned.

Len Goorian, executive producer-commercial production manager, WKRC-TV Cincinnati, Ohio, resigned. **Bob McHendrix** and **Bill Horstman,** WKRC-TV producers and directors, succeed Mr. Goorian as executive producer and commercial production manager, respectively.

◄ **Robert Tilton,** Storz Stations (WHB Kansas City, WDGY Minneapolis-St. Paul, WTIX New Orleans and WQAM Miami) headquarters in Omaha, named director of engineering for group. He was employed at Storz flagship station, KOWH Omaha, until it changed hands in June. He then transferred to Storz home office.

Gustave Nathan, commercial manager, WKNB New Britain, Conn., named director of sales development for WNBC-TV and WKNB.

Frederic L. Karch, operations program manager, WCAU Philadelphia, named program director.

Baylen H. Smith, production director, WISN-TV Milwaukee, named program director. Other department head changes include **James Van de Velde,** announcer, to production director; **Mel Quinn,** public service director, and **Patt Barnes,** farm director.

Alan Herbert, program director, KDSJ Deadwood, S. D., to WNIX Springfield, Vt., in similar capacity.

Robert O. Runnerstrom, vice president, WMBD Inc. (WMBD-AM-FM-TV Peoria, Ill.), assumes position of television director. **Robert M. Riley Jr.,** national radio sales director for WMBD Inc., named television sales manager; **Harold C. Sundberg** promoted from local sales director to director of radio sales, and **William L. Brown,** formerly with Ralph H. Jones Adv., Cincinnati, Ohio, to WMBD as radio program director.

Donald Beggs, former program director, WFLN (FM) Philadelphia, to Westinghouse Broadcasting Co. as program coordinator for its fm stations.

Don Klein, sportscaster, KCBS San Francisco, named sports director, and **William J. Garrity,** news-sportswriter and broadcaster, Far East Network of Armed Forces Radio, appointed assistant sports director for KCBS.

Fritz Van Duyse, Georgia sportscaster, to WWTV (TV) Cadillac, Mich., as sports director.

Dick Godfrey, sports coordinator, KCBS San Francisco, appointed account executive, succeeding **Stanley Johnson,** who becomes secretary-manager of East Bay Grocers Assn. Mr. Godfrey will continue to broadcast KCBS Monday-Saturday *Morning Sports Line* in addition to his new duties.

Milton Robertson, formerly managing editor of NBC-TV's *Home* show, to WABD (TV) New York, as executive producer.

John A. McCorkle, account executive for CBS Radio Sales and former timebuyer with Sullivan, Stauffer, Colwell & Bayles, N. Y., to WNEW New York as account executive.

Don Metrovich, sales promotion department, American Greeting Cards Inc., Cleveland, Ohio, to WGAR, same city, sales department as national sales representative.

Rick Drew, sales-service representative, KFRU Columbia, Mo., and **Dick Walker,** formerly sales promotion department, KWTV (TV) Oklahoma City, to KCMO Kansas City, as local sales representative and KCMO-TV as sales service coordinator, respectively.

Pete French, WHAS-AM-TV Louisville, Ky., to KYW-AM-TV Cleveland, Ohio, to head newscasting. He succeeds **Tom Field,** who joins WRCV Philadelphia.

Larrye deBear, reporter-newswriter, WHAS Louisville, Ky., to WTIC Hartford, Conn., in similar capacity.

Tony Sylvester, formerly with CBS News, N. Y., and WSM-AM-TV Nashville, Tenn., to WFGA-TV Jacksonville, Fla.

...its words to the wise are sufficient

"When we ordered our first TelePrompTer we thought it was a luxury. We have since decided it was unquestionably a primary necessity."

Mr. Rex Howell
President & Gen. Mgr.
KREX-TV
Grand Junction, Col.

TelePrompTer is included as a *must* by name announcers for live television commercials and demonstrations.

TELEPROMPTER CORPORATION
Jim Blair, *Equip. Sales Mgr.*
311 West 43rd Street, New York 36, N. Y., JUdson 2-3800

The new TelePro 6000 rear screen projector creates "on-location" scenery for the cost of a slide

BUILDING A STATION? STEPPING UP POWER?
Use Our Complete Service
CONSULTANTS IN
AM · FM · TV · UHF · VHF
FIELD INSTALLATIONS
ANTENNA MEASUREMENTS
DIRECTIONAL SYSTEMS
EPRAD Engineering Company
1211 CHERRY STREET · TOLEDO 10, OHIO

REPRESENTATIVES

John N. Boden, midwest radio sales manager, Weed & Co., to John Blair & Co. as account executive in Chicago office.

Geri Cohen, formerly with CBS-TV Spot Sales promotion department, to NBC Spot Sales new business and promotion department, as sales presentation writer.

James Thrush, CBS-TV Spot Sales, Atlanta, transfers to company's Chicago office.

Junius R. Fishburn, formerly with Edward Petry & Co., Chicago, to Simmons Assoc. Inc., same city, effective Oct. 1.

PROFESSIONAL SERVICES

Victor H. Kramer, formerly chief of litigation section, Dept. of Justice's Antitrust Div., has opened his own law office in Barr Bldg., Washington. Telephone: Sterling 3-5854.

William H. Bauer, formerly with FCC as patent adviser in office of general counsel has set up practice at 422 Washington Bldg., Washington 5, D. C. Telephone: Sterling 3-3480. He will specialize in radio-tv and patent matters.

PROGRAM SERVICES

Norman L. Braun, night bureau manager, United Press, Pittsburgh, named manager. He succeeds **John M. Roach,** who resigned to join McGraw-Hill Publishing Co., N. Y., as associate editor of *Purchasing Week*.

MANUFACTURING

◄ **John R. Halligan,** budget director and assistant treasurer, Hallicrafters Co., Chicago, appointed treasurer, succeeding **Joseph J. Frendreis,** resigned. **Edward Bishop Jr.,** comptroller, named senior financial officer, and **Edward J. Corcoran** promoted from assistant secretary to secretary.

◄ **Loren E. Gaither,** formerly director of government and industrial engineering, Magnavox Co., to Philco Corp., government and industrial division, Philadelphia, as communications engineering director.

W. D. Anderson, operating manager, Graybar Electric Co., Springfield, Mo., named to same post at Corpus Christi, Tex. **W. B. McGhee Jr.,** office manager of company's major appliance division at Pittsburgh, named operating manager at Jackson, Miss.

Roger A. Swanson, engineer, Westinghouse Electric Corp., to Sylvania Electric Products, semi-conductor division, Woburn, Mass., as sales engineer.

Frank M. Folsom, chairman of RCA's executive committee, named chairman of 1958 New York Heart Fund.

David Yarnell, public relations director, DuMont Broadcasting Corp., to present evening course in radio-tv advertising at Long Island U., Brooklyn, N. Y.

GOVERNMENT

McIvor L. Parker, formerly with technical and allocations branch, Broadcast Bureau, Washington, to FCC rules and standards division as supervisory electronics engineer.

Otis T. Hanson, staff engineer, FCC rules and standards division, named assistant U. S. supervisor of Conelrad.

Morton Z. Hunt, chief of FCC Procurement and Supply Branch, died Sept. 4, following heart attack.

PERSONNEL RELATIONS

David Tytherleigh, assistant to executive secretary, Broadcast Talent Union, L. A., named executive secretary of AFTRA, Chicago branch. He succeeds **Boaz Siegel,** who resigns to concentrate on his law practice.

EDUCATION

Judith Waller, retired NBC public affairs representative and education director in Chicago, to Northwestern U. school of speech, Evanston, Ill., as lecturer in radio, tv and film department to teach courses in program planning, history of broadcasting and tv for school and community.

HOW HIGH IS UP?
C.O. "DUKE" TULLY GEN. MGR.
2,049 FEET ABOVE SEA LEVEL, 1,010 FEET ABOVE AVERAGE TERRAIN, MAN, THAT'S OUR NEW TOWER GOING UP. THIS MEANS MORE TV FOR MORE PEOPLE IN THE TRI-STATE AREA!
BUYING POWER IS UP $894,880,000 IN THE NEW METAL EMPIRE TOO! HANG ON MAN!
I KNOW THERES NO INTERRUPTION IN TRANSMISSION DURING CONSTRUCTION!
WDSM-TV
NBC • ABC Channel 6
DULUTH-SUPERIOR
National Representatives
PETERS, GRIFFIN, WOODWARD
Regional Representatives
BULMER & JOHNSON INC. MPLS.

"GEE! Now there's a detergent!"

Commercials on WGN-TV have a way of getting results—because WGN-TV programming keeps folks wide-awake, interested—*and watching*. For proof, let our specialists fill you in on some surprising WGN-TV case histories and discuss your sales problems.

Put "GEE!" in your Chicago sales with WGN-TV Channel 9 Chicago

Free! ALLIED'S 1958 ELECTRONIC SUPPLY CATALOG

404-PAGES
Everything in Electronic Supplies for Broadcast Stations

Send for it!

World's Largest Stocks, Including:

- Image Orthicons
- Receiving Tubes
- Power Tubes
- Microphones
- Test Instruments
- Meters
- Tape Recorders
- Tape & Accessories
- Recording Blanks
- BC Audio Cable
- TV Camera Cable
- Volt. Regulators

Simplify and speed your purchasing of station electronic supplies and equipment at ALLIED. We make fast, expert shipment from the world's largest stocks of *everything* in Electronics. Save time, effort and money at ALLIED. Send for our FREE 1958 404-Page Electronic Supply Catalog today.

We Specialize in TUBE SUPPLY for Broadcast use
IMMEDIATE DELIVERY on all types from stock

ALLIED RADIO
100 N. Western Ave., Chicago 80, Ill.
Phone: HAymarket 1-6800

One complete Source for Everything in Electronics
Our 37th year

You're headed in the right direction with Plough, Inc., Stations!

Radio Baltimore WCAO

Radio Boston WCOP

Radio Chicago WJJD

Radio Memphis WMPS

Represented nationally by
RADIO-TV REPRESENTATIVES, INC.
• NEW YORK • CHICAGO • BOSTON • SEATTLE
• ATLANTA • LOS ANGELES • SAN FRANCISCO

STATIONS GO FOR NTA PROMOTION

More than five months ago, the NTA Film Network launched commercial operations of its 1½ hours per week of feature film programming under the title, *Premiere Performance,* and decided to promote the series to the public through a consistent cooperative advertising campaign in local newspapers over a 39-week period.

The network and the sponsors of *Premiere Performance* — Warner-Lambert Products, Hazel Bishop, Sunbeam and P. Lorillard Co. (Old Gold cigarettes)—placed $300,000 at the disposal of the 134 stations carrying the programming and offered to match dollar-for-dollar the funds invested by the tv outlets. Last week, almost six months after the cooperative advertising effort began, Hunter W. Smith of Moss Assoc., New York, advertising agency handling the NTA account, described the results of the campaign in this way:

"It has exceeded all expectations. By the end of 1957 when our 39-week campaign will have ended, we believe at least $1 million will have been spent instead of the $600,000 we envisaged last April. The true value of the campaign to stations can best be measured by saying that they will have invested about $700,000 in advertising—instead of the $300,000 we had projected."

Mr. Smith believes the campaign is by far the most extensive for a single program. The results achieved to date, he added, have prompted the NTA Film Network to formulate similar plans for its group of four *Holiday Specials,* consisting of four Shirley Temple feature films.

Mr. Smith has received numerous letters from tv stations lauding the co-op advertising project. He pointed out that with both the network and the sponsors contributing funds the station has a larger budget at its disposal to use for audience building. For the first 13 weeks of *Premiere Performance,* stations spent $148,971 on co-op advertising, while NTA and the sponsors combined paid $72,532 (less than half stations' outlay).

Some 300 newspapers have been used by the 134 participating stations since April 1, according to Mr. Smith. The number of newspapers utilized in a market varies, ranging from one in smaller cities up to 22 in sprawling Los Angeles.

The campaign, Mr. Smith continued, has been valuable to the network and the sponsors as well as the stations and the newspapers. He observed that by means of the cooperative effort, a national campaign has been obtained at local rates; an assist has been given to the programming's ratings; a reduction in the cost has resulted to the network and sponsors.

The best testimonial to the cooperative advertising program came from the sponsors and stations themselves at the end of the first 13-week cycle: without hesitation, they approved another 13-week campaign. And Mr. Smith is confident that come Sept. 30, all hands will be clasped firmly for the final 13-week push of *Premiere Performance.*

NOT HARD OF HEARING

BECAUSE MORE PEOPLE LISTEN TO
WSJS
RADIO
WINSTON-SALEM
NORTH CAROLINA
than the other three city stations combined
AM-FM NBC 5000 W—600 KC
AFFILIATE FOR
WINSTON-SALEM / GREENSBORO / HIGH POINT
CALL HEADLEY-REED

WLBT-WJTV Joint Ad Plugs Market

Two competitive stations in Jackson, Miss., have joined forces to promote the market through trade magazine advertising. WLBT (TV) and WJTV (TV) have placed an ad in trade papers which says "People are watching Jackson, Miss., the South's fastest growing tv market . . . It will pay you to keep your eyes on Jackson. With a metropolitan population approaching 175,000, Jackson today has an effective buying income per family of $5,735. WLBT and WJTV blanket this important market and all of central Mississippi. Reach this rapidly expanding market with television . . . two great stations . . . WLBT, NBC-ABC, channel 3 and WJTV, CBS-ABC, channel 12." Agency for the campaign is Gordon Marks & Co., Jackson.

Stereophonic Concerts Successful

Success of the Sunday afternoon three-hour stereophonic concerts broadcast jointly by KCBH (FM) and KMLA (FM), Los Angeles fm stations with adjoining transmitters, has led to the addition of a daily half-hour stereophonic broadcast each of the other days of the week, at 12:30-1 p.m., designed primarily to give the hi-fi dealers a chance to demonstrate the two-signal programming in their stores. The Sunday series is now completely sponsored: Flintkote Corp. sponsoring the 3-4 p.m. hour; Regency Corp. the 4-5 p.m. period and Pierce Bros. the final hour of 5-6 p.m. Neighbors often cooperate by gettting together for the concerts, whose reception requires two fm receivers.

D. J. Plugs Sponsor From 'Pole'

To promote his sponsor, McWhorter's, Don Bowman, KDUB Lubbock, Tex., disc jockey, vowed to stay on a perch atop the store until $100,000 worth of GE appliances were sold. As a result, he spent 129 hours there. He broadcast "man-up-on-the-street" programs and the station scheduled nightly entertainment at the store. Teaser announcements and newsreel features on KDUB-TV also were used to call attention to the stunt. In addition, Mr. Bowman tossed balloons containing gift certificates from his perch each night during the promotion.

BUY SOUND-FACTOR PLAN
RADIO WSRS
GREATER CLEVELAND'S
NUMBER 1 STATION
SRS "Radio-Active" MBS

PICTURED at a preview of NBC-TV's fall and winter program series staged by KSD-TV St. Louis are (l to r) George M. Burbach, manager of KSD-TV, and Martin Angermeyer and Louis Mabry of Lewis Howe Co, makers of Tums, who is among the sponsors of the new NBC-TV *Wagon Train*.

Promotion Split Three Ways Leads to Canadian Confusion

In Vancouver, B.C., radio stations go all out to get listeners—and give away each other's money. Or so it would seem, with three radio stations riding the same promotion. CKNW New Westminster, B.C., a Vancouver suburb, started the ball rolling by announcing that every half-hour it would mention an address, chosen at random. If the person residing at that address called and identified himself and the station, he would receive $25.

A second station, CKWX, followed with a similar promotion. Addresses were to be announced at the same time; this time, correct identification would be worth $50.

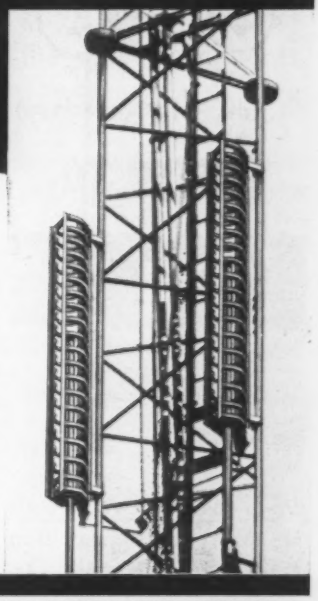
Apparently unaware that three makes a crowd, CJOR took advantage of the fact that the other two stations were making their announcements at the same time. The station announced that since listeners couldn't listen to both the others simultaneously, CJOR would broadcast the other stations' addresses as quickly as possible after the CKNW and CKWX broadcasts. In this way, the station said, listeners would have to tune in only CJOR, but could contact the other stations if their addresses were called and collect both ways.

Confusion multiplied. CKNW began calling the same addresses as CKWX and telling their listeners to call the latter station (saving themselves $25). CKWX tried to protect itself by announcing different slogans with the addresses, and asking for the slogans as well as the addresses to make sure they were paying off their own listeners. In the midst of all this, CJOR is blithely broadcasting addresses, slogans and other identifications announced by the other stations as a "public service," according to the CJOR announcement.

'Mike Wallace' Moves to Saturday

ABC-TV this past weekend was to reschedule the *Mike Wallace Interview* from Sunday night to Saturday 10-10:30 p.m., period following *Lawrence Welk Show*. The program is sponsored by Philip Morris Inc. through N. W. Ayer & Son, New York.

STAND-BY ANTENNAS
for TV TRANSMITTING
channels 7-13
No Diplexer Needed



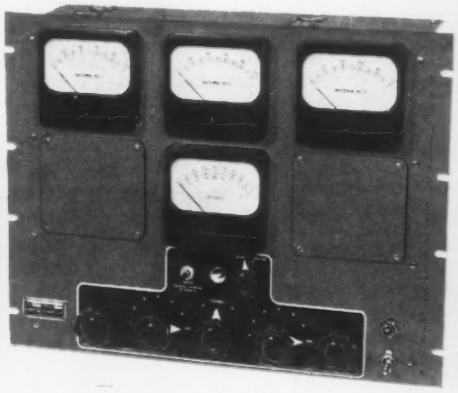
A simple, versatile, and *economical* standby system consisting of two separate bays of the AMCI Type 1020 Antenna can be mounted on the legs of an existing tower. Shown here is the Station WXYZ-TV installation in Detroit, Michigan, being used with a 50 kw transmitter. They may also be mounted on FM antennas (Station WBKB-TV, Chicago, Illinois) and on masts, one above the other. The aural and visual transmission lines need not be of equal length.

Write for Bulletin B-957

AMCI
ANTENNA SYSTEMS – COMPONENTS – AIR NAVIGATION AIDS – INSTRUMENTS
ALFORD *Manufacturing Co. Inc*
299 ATLANTIC AVE. BOSTON, MASS.

KXLA WEAV KGHM KMYR WKMH KGAK WHKY WEBK
KRAI CKEN KHUM WDIX WBNX WRUN WCTA WCBI
WINX
WBRD
WGMS
WCED
WCHV
WAYE
WGSA
WIBG
KPMC
WDAS
WMIR
WMAL
KIOA
KURV
WXIW
WHLM
KNOX
WMYR
WFIG
WTTM
KQV
KATZ
KCHJ
WTAQ
WPON
KELP
KOGL
WOKE
WTAG
KSPC
WMAY
WMIC
KBEC
WGGH
CKMR
WEMP
KWEW

NEMS-CLARKE
MODEL 108
PHASE METER

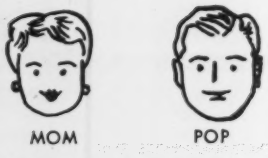


The Model 108 Phase Meter is an instrument designed to provide an indication of the phase relations in directional antenna systems. Each instrument is tailored for the particular installation and usually incorporates provision for indicating the relative amplitudes of the currents in the various antennas, as well as the phase relation. The Model 108 Phase Meter has found its principal use in broadcast stations employing directional antennas, but its wide frequency range makes it readily adaptable for other applications.

The popularity of the Model 108 Phase Meter is proven by the vast number now in use.

NEMS • CLARKE
A DIVISION OF VITRO CORP. OF AMERICA
919 JESUP-BLAIR DRIVE
SILVER SPRING, MARYLAND
Write Dept. F-1 for further information

"THE SQUARES"



(Adults who can buy)

LISTEN TO

KiTE

"Cool Cats" Get Their Kicks Elsewhere

More San Antonio Mommies and Papas Listen Daily to KiTE Than To Any Other Station*

*NCS #2

Call Avery-Knodel, Inc.

Among Us Towers

...the STATION that belongs on every advertisers list!

FOUR fashion models labeled "Wild Gals" offered kisses to noon day crowds in downtown Boston this month in order to promote the new Bartell Group station, WILD, in that city. The girls rode in new Edsel convertibles provided by a station sponsor, Turner-McBreath, and passed out candy kisses to pedestrians.

WMUR Holds Vacation Contest

A "Vacation Time With Channel 9" contest was completed this month by WMUR-TV Manchester, N. H., with the prizes going to a little 8-year-old girl, Sandra Haimila of Fitchburg, Mass. Listeners were invited to register for the prize package at one of the places buying summertime spot schedules on the station. The vacation "treasure chest" contained a 13-foot boat, trailer and 35 h. p. motor, complete set of golf clubs, water skis, set of luggage, a Polaroid Land camera, complete fishing outfit and other vacation accessories.

KHSL-TV Promotes 'Goldie's Gang'

When he invited children to write in for their membership cards to *Goldie's Gang*, Barnacle Bill, m.c. of the show seen over KHSL-TV Chico, Calif., didn't realize what would happen. In a three-month period, the station reports that it has received 26,576 letters representing "approximately 34% of the tv homes" in that area. In addition, the station had to hire an office girl full-time to handle the mail and to mail out the cards.

WBOY-TV Seeks Trademark Name

A trade contest offering a week's vacation for two at West Virginia's Hotel Greenbrier is being conducted by new tv station WBOY-TV Clarksburg, W. Va., scheduled to begin operation next month. The contest involves picking a suitable name for the freckle-faced boy that Station Manager George Clinton has chosen to be WBOY-TV's trademark. Contest deadline is Jan. 5.

NBC Opera Fashions Designed

A New York fashion house, Leonard Arkin Inc., has created a special NBC Opera collection of clothes for the opera, in cooperation with the nationwide 63-city, 10-week tour of the NBC Opera Co. this season. In each of the cities, one major store has been given exclusive rights to the collection and will promote it, along with the opera, through the use of window display, ads and local publicity. NBC Opera stars Elaine Malbin and Dolores Wilson have been photographed with the collection and will be featured in the publicity material.

'Cyprus—Three Points of View'

A 14-minute free television film *Cyprus—Three Points of View*, is being offered by the radio-tv division of the British Information Services, 45 Rockefeller Plaza, New York 20. The film contains interviews with Archbishop Makarios in Athens, Greece; Dr. Kutchuk, Turkish minority leader in Cyprus, and Field Marshall Harding in Nicosia, Cyprus, by American correspondent Alfred Wagg. A 14-minute radio program featuring the three also is available for distribution.

D. J. Holds 'Eat Out' Contest

In conjunction with the Missouri Restaurant Assn., WHB Kansas City's Eddie Clarke is sponsoring an "Eat out" contest on his morning show from 6 to 9 a.m. Listeners (married women only) are invited to write in and tell why they think they deserve to eat out once a week. The winner in each of four weekly contests gets eight free meals at the restaurant of her choice. The tabs for babysitters are being picked up, too.

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
50 EAST 58th STREET EL 5-0405
NEW YORK 22, N. Y
All Inquiries Confidential

'Lone Ranger' Feature Planned

As part of the celebration planned for the 25th anniversary of *The Lone Ranger* in 1958, the Jack Wrather organization will produce an all-color, wide-screen feature motion picture of the radio-tv series for release by United Artists next year. Robert Schaefer and Eric Freiwald, who have worked as a tv and movie writing team for seven years, most recently on the *Conflict*, *Maverick* and *Colt 45* series produced by Warner Brothers for use on ABC-TV, will do the screenplay. Lesley Selander, director of 46 programs of the *Lassie* series (also a Wrather property) among other tv and motion picture products, will direct the Lone Ranger's silver anniversary picture.

Networks Set Coverage of Queen

Special events newsmen of all networks will be kept busy in October by the visit to Canada and the U. S. of Queen Elizabeth II. NBC-TV is sending newsman Merrill Mueller and a camera crew to Canada to film events there and the network will air both live and film coverage of the queen's visit in the U. S. ABC-TV and CBS-TV plan to use CBC-TV facilities in Canada and their own in the U. S., with ABC-TV reporting it will feed U. S. portions to CBC-TV. The queen opens the Canadian Parliament Oct. 14 and is scheduled in Washington Oct. 17. Radio networks plan comparable coverage.

WINS Gives Away Bonds

To promote its 1010 kc frequency, WINS New York is awarding a $25 U. S. Savings Bond to all babies born at 10:10 a.m. and 10:10 p.m. daily. The promotion is scheduled to run indefinitely. Parents of the qualifying babies must supply the station with hospital documents to verify the time of birth.

CCS Announces Address Change

Community Club Services Inc., New York, is mailing out a card covered with a piece of grey flannel and containing a gold key to promote its change of address [B•T, Sept. 2]. The card says "Here's your key to our new 'grey flannel' address . . . Penthouse Suite, 527 Madison Ave., New York 22. Come by when you're in the city or give us a call at Plaza 3-2842."

KGEN Igloo Promotes Edsel

A remote igloo studio was built by KGEN Tulare, Calif., by Manager Bob McVay as a promotion to introduce the new Edsel automobile at the Tulare Motor Center Sept. 4. The station also reports that it gave away more than 1,800 "snow cones" during an all day broadcast from the igloo.

Radio Buy...
KOSI Denver 1 KOBY San Francisco
HOOPER — PULSE — NIELSEN
KOSI—See Pcrjoa KOBY—See Petry

CECO TRIPODS

$260.00

sees you through the Big on-the-spot assignments

Whether you are covering a presidential visit or a big news story, CECO equipment comes through for you with flying colors. CECO exceeds existing standards of quality and performance. Why risk breakdowns when you can be SAFE with CECO! Stop in today.

ALL METAL TRIPOD has cast top flange and upper leg portion made of one piece aluminum alloy castings. Accepts Microwave Relay Beam Reflector Head, "BALANCED" TV head, and other similar professional tripod heads.

$285.00 HEAD ONLY

HEAD ONLY $425.00

NEW "BALANCED" TV HEAD MODEL C offers smooth tilt with 360° pan action, perfect balance, with center of gravity adjustment, tension adjustment, built in spirit level, and telescoping pan handle.

MICROWAVE RELAY BEAM REFLECTOR HEAD is perfect for parabolas up to 6 ft. diameter. Withstands torques of 225 ft. pounds in elevation and 150 ft. pounds in azimuth.

Full line of MOLE RICHARDSON, BARDWELL-McALLISTER & COLORTRAN STUDIO LIGHTING EQUIPMENT, INCLUDING CECO CONE LIGHTS • SPECIAL ENGINEERING AND DESIGN DEPARTMENT • REPAIRS BY EXPERT TECHNICIANS

SALES • SERVICE • RENTALS

ADDITIONAL PRODUCTS FOR TV—Spider dollies • Portable collapsible dollies • Roof top clamps • Film Editing equipment • Motion Picture Cameras • MAGNASYNC MAGNETIC SOUND RECORDING EQUIPMENT

Prices subject to change without notice

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Cincinnati's Most Powerful Independent Radio Station

50,000 watts of SALES POWER

WCKY

CINCINNATI, OHIO
THE L.B. Wilson STATION

On the Air everywhere 24 hours a day—seven days a week

WCKY CINCINNATI

Station Authorizations, Applications
(As Compiled by B • T)

September 5 through September 10

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. *—educ.

Am-Fm Summary through Sept.10

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Fm	3,024	3,010	288	420	144
Fm	539	519	55	71	0

FCC Commercial Station Authorizations
As of June 30, 1957 *

	Am	Fm	Tv
Licensed (all on air)	3,044	519	344
Cps on air	3,079	530	519
Cps not on air	159	31	132
Total authorized	3,238	561	651
Applications in hearing	153	3	87
New station requests	322	24	79
New station bids in hearing	109	0	50
Facilities change requests	185	8	46
Total applications pending	975	134	366
Licenses deleted in June	1	3	0
Cps deleted in June	1	0	0

*** Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.**

Tv Summary through Sept. 10

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial	396	87	483[1]
Noncomm. Education	19	5	24[2]

Grants since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	362	327	678[1]
Noncomm. Educational	27	21	48[3]

Applications filed since April 14, 1952:

(When FCC began processing applications after tv freeze)

	New	Amend.	Vhf	Uhf	Total
Commercial	1,095	337	869	589	1,456[2]
Noncomm. Educ.	67		38	33	68[4]
Total	1,162	337	905	622	1,522[5]

[1] 177 cps (33 vhf, 144 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 48 already granted.
[5] Includes 725 already granted.

Existing Tv Stations

ACTIONS BY FCC

CALL LETTERS ASSIGNED

KVIP-TV Redding, Calif.—Shasta Telecasters, ch. 7. Changed from KVIP (TV).

WMBD-TV Peoria, Ill.—Peoria Bcstg. Co., ch. 31.

WTAE (TV) McKeesport, Pa.—Television City, Inc. ch. 6.

KTRX Kennewick, Wash.—Columbia River Television Co., ch. 25.

The Commission announced its Memorandum Opinion and Order of Sept. 5 dismissing protest by Community Telecasting Co. to Commission's Feb. 20 grant of application of **WKST Inc.**, to change transmitter site of WKST-TV (CP for ch. 45) from **New Castle, Pa.**, to **Youngstown, Ohio**, and make equipment changes. Community has CP for **WXTV (ch. 73) Youngstown.** Commissioner Hyde concurred in the result except insofar as it relies on the **Southeastern Enterprises** decision. Commissioner Bartley concurred in part and dissented in part and issued a statement.

By Report and Order, the Commission amended its TV table of assignments to make the **Albany-Schenectady-Troy** and **Vail Mills, N. Y.**, area a 3-vhf market and (1) reassigned Channel 10 in Vail Mills, (2) retained Channel 6 in Albany-Schenectary-Troy, (3) added Channel 13 to latter area by shifting it from **Utica-Rome**, and (4) substituted Channel 2 for Channel 13 in Utica-Rome, effective October 9. At the same time, it (1) modified the license of **Copper City Bcstg. Corp.** to operate station **WKTV Utica** on ch. 2 instead of Channel 13, in accordance with data furnished in response to Show Cause Order; and (2) modified authorizations of **Hudson Valley Bcstg. Co., Inc.**, for temporary operation of station **WCDA** (ch. 10) **Vail Mills** instead of ch. 41 in **Albany**, and of **Van Curler Bcstg. Corp.** (ch. 13) Albany instead of Channel 35 in that city, both pursuant to data furnished in response to Show Cause Orders, and both temporary operations will expire automatically upon commencement of regular operations by a permittee so authorized by final action of the Commission on any application or applications for such regular operation. UHF Channels 35 and 41 have been retained in Albany-Schenectady-Troy. The Report and Order vacates Feb. 26 Report and Order and Order to Show Cause, and disposes of petitions filed in this proceeding. Commissioner Bartlev issued a dissenting statement.

By Notice of Further Proposed Rule Making the Commission invites comments by October 10 to an alternative proposal to obtain a third

NATION-WIDE NEGOTIATIONS • FINANCING • APPRAISALS

RADIO • TELEVISION • NEWSPAPER

EASTERN	MIDWEST	SOUTH	SOUTHWEST	WEST
NEW ENGLAND	FARM DAYTIME	FLORIDA DAYTIME	MAJOR VHF	COOL COLORADO
$70,000	$57,500	$100,000	$2,000,000	$60,000
Sales price equals gross. Terms.	Financing available. Lucrative market.	A Bright economic spot. Terms available.	A qualified operator can secure substantial financing. Figures and details available from any office.	Exclusive market. Priced right with $20,000 down required. Quick assets included in price.
Details on this and other properties from Bill Stubblefield during NARTB meeting today and Tuesday at Van Curler Hotel, Schenectady, N. Y.	*See Ray Hamilton, Barney Ogle and Bill Stubblefield Thursday and Friday Hotel Statler, Cleveland, Ohio.*	*Plan to meet with Jack Barton and Bill Stubblefield at the Grove Park Inn, Asheville, N. C., Sept. 23 and 24th.*		

WASHINGTON, D. C.	CHICAGO, ILL.	ATLANTA, GA.	DALLAS, TEX.	SAN FRANCISCO
Wm. T. Stubblefield 1737 DeSales St., N. W. EX 3-3456	Ray V. Hamilton Barney Ogle Tribune Tower DE 7-2754	Jack L. Barton 1515 Healey Bldg. JA 3-3431	Dewitt (Judge) Landis Fidelity Union Life Bldg. RI 8-1175	W. R. (Ike) Twining 111 Sutter St. EX 2-5671

Call your nearest office of

HAMILTON, STUBBLEFIELD, TWINING & ASSOCIATES

VHF ch. in **Providence, R. I.**, by adding chs. 8 and 13 to that city, shifting ch. 12 from that city and substituting it for ch. 8 in **New Haven, Conn.**, substituting ch. 12 for ch. 13 in **Portland, Maine**, and ch. 11 for 12 in **Orono, Maine**, for educational use; with transmitters to be located so as to meet the minimum spacing requirements. At the same time, the following licensees were directed to show cause why their authorizations should not be modified: **Cherry & Webb Bcstg. Co.**, to specify operation of **WPRO-TV Providence**, on either ch. 8 or ch. 13 in place of ch. 12; **Triangle Publications, Inc.**, to specify operation of **WNHC-TV New Haven**, on ch. 12 instead of ch. 8; and **Guy Gannett Bcstg. Services** to specify operation of **WGAN-TV Portland**, on ch. 12 instead of ch. 13.

Translators

Grande Ronde Television La Grande, Oreg.—Granted application for a new TV translator station on ch. 76 to translate programs of **KXLY-TV** (ch. 4) **Spokane, Wash.**

Jefferson County Tele., Inc. Madras, Oreg.—Granted application for a new tv translator station on ch. 71 to translate programs of **KGW-TV** (ch. 8) **Portland.**

Beehive Telecasting Corp. Provo, Utah—Designated for consolidated hearing applications for new tv stations to operate on ch. 11.

United Bcstg. Co., Inc. Wilmington, N. C.—Designated for consolidated hearing applications for new tv stations to operate on ch. 3.

Palm Springs Translator Palm Springs, Calif.—Designated for hearing applications for (1) Mod. of cps of tv translator stations K7OAL and K73AD to increase ERP and make changes in antenna system and (2) licenses to cover cps in consolidation with protest hearing on applications for two new stations, grants for which had not been set aside pending hearing.

New Am Stations

ACTIONS BY FCC

Tuscaloosa, Ala.—Better Radio Stations Co., granted cp for a new AM station to operate on 790 kc, 500 w, D. Announced Sept. 5.

Coeur D'Alene, Idaho—Radio Actives, granted 1050 kc, 250 w D. Post office address P. O. Box 123, Opportunity, Wash. Estimated construction cost $13,036, first year operating cost $36,000, revenue $42,000. Principals are equal partners **Robert L. Swartz** and **Arthur R. MacKelvie**, co-owners of **KZUN Opportunity.** Announced Sept. 5.

Tawas City-East Tawas, Mich.—Roger S. Underhill. granted 1480 kc, 1 kw DA-D. P. O. address % Mr. Underhill, 306 Bauch Bldg., Lansing, Mich. Estimated construction cost $28,293, first year operating cost $30,000, revenue $37,500. Mr. Underhill will be sole owner. Announced Sept. 5.

Toledo, Oreg.—Toledo Broadcasters granted cp for a new AM station to operate on 1230 kc, 250 w, U; engineering condition. Announced Sept. 5.

Millington, Tenn.—Earl W. Daly tr/as **Millington Bcstg. Co.**, granted 1220 kc, 250 w D, remote control trans. P. O. address 1547 Maplewood, Memphis 8, Tenn. Estimated construction cost $11,055, first year operating cost $42,000, revenue $48,000. Mr. Daly is owner, **KTML Marked Tree, Ark.** Announced Sept. 5.

Borger, Tex.—R. L. McAlister granted 1600 kc, 500 w D. P. O. address % Mr. McAlister, 5125 Wichita St., Fort Worth. Estimated construction cost $7,100, first year operating cost $24,000, revenue $30,000. Mr. McAlister, former employee of **KCUL Fort Worth,** will be sole owner. Announced Sept. 5.

APPLICATIONS

Sheffield, Ala.—J. B. Falt Jr., 1290 kc, 1 kw D. P. O. address Box 17, Huntsville, Ala. Estimated construction cost $14,171, first year operating cost $36,000, revenue $42,000. J. B. Falt Jr. is sole owner. Mr. Falt is president, general manager and 60% owner of WFUN Huntsville, Ala., and licensee for WAJF Decatur, Ala. Announced Sept. 9.

Darien, Conn.—Independent Bcstg. Co. 1490 kc, 250 w unl. P. O. address 211 Hoyt St., Darien, Conn. Estimated construction cost $14,000, first year operating cost $35,000, revenue $80,000. Owners are **Guilford E. Morrell, Walter F. Ranchinsky** (each 35/125), **Robert E. Terenzio** (30/125), **Daniel V. Salvatore** (20/125) and **Richard N. Ross** (5/125). Mr. Morrell is technician; Mr. Ranchinsky is associated in technical capacity with **WNHC New Haven, Conn.**; Mr. Terenzio is in dry cleaning business; Mr. Salvatore is engineer; Mr. Ross is operating engineer, **WNYC New York, N. Y.** Announced Sept. 10.

Idaho Falls, Idaho.—The Benay Corp. 900 kc, 1 kw D. P. O. address John P. Gallagher, Rm. 213-214 Rogers Bldg., Idaho Falls, Idaho. Estimated construction cost $28,925, first year operating cost $48,000, revenue $60,000. Owners are **John P. Gallagher** (99.96%) and others. Mr. Gallagher is in electronics. Announced Sept. 10.

Orangeburg, S. C.—Radio Orangeburg. 1580 kc, 1 kw D. P. O. address Gus Browning, 144 Broughton St., Orangeburg, S. C. Estimated construction cost $12,770, first year operating cost $16,549, revenue $40,852. Owners are **Clarence Everett Jones** and **Gus Browning** (each 50%). Mr. Jones is teacher; Mr. Browning has been chief engineer, **WDIX Orangeburg.** Announced Sept. 5.

Existing Am Stations

ACTIONS BY FCC

CALL LETTERS ASSIGNED

WSCB Calera, Ala.—Shelby County Bcstg. Co. Inc., 1370 kc.

KEAP Fresno, Calif.—B. L. Golden, 980 kc.

KVIP Redding, Calif.—Shasta Bcstg. Corp., 540 kc. Changed from KRLH.

WMST Mt. Sterling, Ky.—Mt. Sterling Bcstg. Co., 960 kc.

KZEA Shreveport, La.—Edward E. McLemore, 980 kc. Changed from KCIJ.

WSME Sanford, Me.—York Bcstg. Co., 1220 kc.

WILD Boston, Mass.—Bartell Bcstrs., Inc., 1090 kc. Changed from WBMS.

WWJR St. Helen, Mich.—Paul A. Brandt, 1590 kc.

WACK Newark, N. J.—Radio Wayne County Inc., 1420 kc.

KMAM Tularosa, N. M.—Max I. Rothman, 1590 kc.

WCOY Columbia, Pa.—Radio Columbia, 1580 kc.

WEZN Elizabethtown, Pa.—Colonial Bcstg. Co., 1600 kc.

KZEY Tyler, Tex.—Edward E. McLemore, 690 kc. Changed from KMOS.

WPRW Manassas, Va.—Prince Williams Bcstg. Co., 1460 kc.

KFHA Takoma, Wash.—Ferguson & Hall, 1480 kc.

New Fm Stations

ACTIONS BY FCC

Philadelphia, Pa.—Max M. Leon, Inc. designated for consolidated hearing applications of **Mr. Leon** for a new Class B fm station to operate on ch. 243 (96.5 mc) and of **WHAT-FM** to change assignment from ch. 287 (105.3 mc) to ch. 243.

Glenside, Pa.—Melvin Gollub & Fred Gollub, granted cp for a new Class B fm station to operate on ch. 223 (92.5 mc); ERP 20 kw; ant. 280 ft. (Both of these announced Sept. 5.)

APPLICATIONS

Van Nuys, Calif., Valley FM Bcstg Co.—94.3 mc .833 kw unl. P. O. address 5818 Van Nuys Blvd., Van Nuys, Calif. Estimated construction cost $13,430, first year operating cost $50,000, revenue $35,000. Owners are **Walter Gelb, W. E. Morgan** (each 35%) and **Ted Bolnick** (30%). Messrs. Gelb and Morgan are in advertising-public relations; Mr. Bolnick has real estate and theater interests. Announced Sept. 5.

Kansas City, Mo., FM Bcstg. Inc.—93.3 mc. 10 kw unl. P. O. address 105 East 31st St., Kansas City, Mo. Estimated construction cost $16,261, first year operating cost $24,000, revenue $30-50,000. Owners are **F. A. Mesch** (40%), **Thomas R. Bengimina** and **Tudy Gulotta** (each (30%). Mr. Mesch has interest in coin machine business; Mr. Bengimina is technician; Mr. Gulotta is in amusement devices business. Announced Sept. 5.

Hamilton, Ohio, The Fort Hamilton Bcstg. Co.—103.5 mc, 3.7 kw unl. P. O. address Robert L. Odson, Second National Bank Bldg., Hamilton, Ohio. Applicant intends to use tower and equipment already in good operating order, previously used by WMOH-FM. Principals include **John C. Slade** (50%), **Herbert G. Pabst** (21.45%) and others. Messrs. Slade and Pabst have interests in **WMOH Hamilton.** Announced Sept. 5.

Existing Fm Stations

ACTIONS BY FCC

CALL LETTERS ASSIGNED

KPEN Atherton, Calif.—Peninsular FM, 101.3 mc.

WTOD-FM Toledo, Ohio—Booth Radio & Tv Stations Inc., 99.9 mc. Changed from WTRT.

License Renewals

WFLR Dundee, N. Y.; WARM Scranton, Pa.; WBFD Bedford, Pa.; WDEL Wilmington, Del.; WILK Wilkes-Barre, Pa.; WKPA New Kensing-

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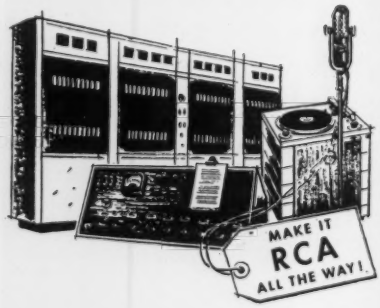

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Ownership Changes

ACTIONS BY FCC

KTRB-TV Modesto, Calif.—Granted (1) assignment of cp to **O'Neill Bcstg. Co.** (**KJEO-TV, Fresno**); consideration $5,000 for out-of-pocket expenses and (2) extended completion date for 6 months. **KTRB-TV**, ch. 14, **Modesto** first local outlet, proposes to rebroadcast programs of KJEO-TV. Announced Sept. 5.

WABR Winter Park, Fla.—Granted acquisition of positive control by **James H. Sawyer** (now 40% owner) through purchase of remaining stock from **Ray H. Gunckel, Jr.**; consideration $126,500. Announced Sept. 5.

WTMV East St. Louis, Ill.—Granted assignment of license from **On The Air Inc.** to **Radio Missouri Corp.** for $212,500. Radio Missouri Corp. is owned by **Robert W. Day** (90%) and **Donald H. Richardson** (10%). Mr. Day is vice president of New York advertising agency; Mr. Richardson has real estate and insurance firm in Washington, D. C. Announced Sept. 5.

KJAN Atlantic, Iowa—Granted acquisition of positive control by **E. G. Faust, Robert Einhaus** and **Boyd M. Cambridge**; consideration $7,875.

WNBS Murray, Ky.—Granted transfer of control from **H. T.** and **Delano Waldrop** and **Edd** and **Clara Griffin** to **C. H. Hulse, Jr.**, and **Charles Shuffett**; consideration 61,275.

KANV Shreveport, La.—Granted transfer of control of licensee corporation from **Travis T. Hailey, Turner B. Morgan** and **Glenn V. Wilson** to **John M. McLendon** and **Anne P. McLendon** for $100,000. The McLendons own **KOKY Little Rock, Ark.**, 50% of **WNLA Indianapolis** and **WOKJ Jackson**, both Mississippi, and formerly owned **WKDL Clarksdale, Miss.** Announced Sept. 5.

KBMO Benson, Minn.—Granted assignment of license to **George J. McCarthy**; consideration $25,000. Announced Sept. 5.

WXRA-AM-FM Buffalo, N. Y.—Granted transfer of control from **Thaddeus Podbieliak** to **John W. Kluge** (interests in **KNOK Fort Worth, Texas; WGAY Silver Spring, Md.; WILY Pittsburgh, Pa.; WKDA Nashville, Tenn.; KXLW Clayton, Mo.; KOME Tulsa, Okla.**, and **WLOF-TV Orlando, Fla.**); consideration $150,000. Commissioner Bartley voted for a 309(b) letter.

WWHG-AM-FM Hornell, N. Y.—Granted relinquishment of negative control by **Saul** and **Alfred Dresner**, through sale of 50% interest to their parents, **Samuel and Rose Dresner**; consideration $4,500. Announced Sept. 5.

WBAI (FM) & SCA, New York, N. Y.—Granted transfer of control from **Theodore Deglin** to **Louis Schweitzer**; consideration $34,000.

KSEO Durant, Okla.—Granted assignment of license from **Democrat Printing Co.** to **Durant Publishing Bcstg. Co.** for $60,000. **Robert V. Peterson**, Oklahoma U. Journalism professor, and family will be owners. Announced Sept. 5.

WAEL Mayaguez, P. R.—Granted assignment of license to **WAEL, Inc.** (Mario Acosta, president); stock transaction. Announced Sept. 5.

WWRI, KD-3470 West Warwick, R. I.—Granted assignment of license to **Grelin Bcstg. Inc.** (**Melvin Green**, president); consideration $108,750.

KRIG Odessa, Texas—Granted assignment of license to **Radio Odessa, Inc.** (**Carl S. Goodwin, Jr.**, and **Houston Bcstg. Corp.**); consideration $100,000. Announced Sept. 5.

WCOW Sparta, Wis.—Granted transfer of control from **Nicholas** and **Victor J. Tedesco** to **Zel** and **Vena H. Rice**; involves sale of 74% of stock for $56,400. Announced Sept. 5.

APPLICATIONS

KHBM Monticello, Ark.—Seeks assignment of license from **James A. West Jr., Elgie M. Risinger, Delvin R. White** and **Bill Wells**, d/b as **College Bcstg. Co.** to Messrs. West Jr., Risinger, White and **J. A. West Sr.** as same firm, for $1,750. Mr. West Sr. will thus assume Mr. Wells' 25% interest in the station. Mr. West Sr. is 50% owner of **KDMS El Dorado, Ark.** Announced Sept. 5.

WMFJ Daytona Beach, Fla.—Seeks transfer of negative control of licensee corp. from **Harold Kaye** to **Robert Wasdon** and **Jack Siegel** for $10,831.35 paid by the corporation for Mr. Kaye's share in the firm. Messrs Wasdon and Siegel will own 25% each of WMFJ Inc. Messrs Siegel and Wasdon each own 25% of **WALT Tampa, Fla.**, 16⅔% of **WINN Louisville, Ky.**, 12.5% of **WHIY Orlando, Fla.**, and 50% of **WIOD Sandford, Fla.** Announced Sept. 9.

WOBS Jacksonville, Fla.—Seeks assignment of license from **Rounsaville of Charlotte Inc.** to **Mel-Lin Inc.** for $500,000. Mel-Lin is owned by **Simpson R. Walker Jr.** (51%), **Lawrence R. Picus** (25%) and **Harry C. Powell Jr.** (24%). Mr. Walker is realtor and 25.5% owner of **WSTN St. Augustine, Fla.** Mr. Picus is 49% owner and general manager of WSTN. Mr. Powell is realtor and 25.5% owner of WSTN. Announced Sept. 9.

WSYL Sylvania, Ga.—Seeks assignment of license from **Robert H. Thompson Sr.** tr/as **Sylvania Bcstg. System** to Edwin H. Bass tr/as same firm for $45,000. Edwin H. Bass is chief engineer and manager of WSYL. Announced Sept. 9.

WMOO Milford, Mass.—Seeks assignment of license from **Milford Bcstg. Corp.** to **Blackstone Valley Bcstg Co. Inc.** for $96,000 plus certain interest money. Blackstone Valley Bcstg. Co. Inc. is owned by **Joseph L. Rosenmiller Jr.** (60%) and **Peter A. Bordes** (40%). Mr. Rosenmiller is vice president and 58% stockholder of **WESO Southbridge, Mass.**, and president and 52% stockholder of **WCTC-AM-FM New Brunswick, N. J.** Mr. Bordes is president and 17% stockholder of WESO and vice president and 23% stockholder of WCTC-AM-FM. Announced Sept. 9.

WVPO Stroudsburg, Pa.—Seeks relinquishment of positive control of **Ottaway Newspapers-Radio Inc.** (parent corp. of licensee corp.) through transfer of 450 shares of stock by each of **James H. Ottaway** and **Ruth B. Ottaway** to a trust fund with **James H. Ottaway, Ruth B. Ottaway** and **John R. Tappan**, as trustees. Corporate change. James H. Ottaway and Ruth Ottaway have interests in **WENE Endicott, N. Y.** and **WDOS Oneonta, N. Y.** Mr. Tappan has securities and metal interests. Announced Sept. 10.

WCTF Clifton Forge, Va.—Seeks transfer of negative control from **E. T. Nicely** and **Hazel**

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FOR THE RECORD CONTINUED

Jane Nicely to **C. H. Lawler** and **Joseph William Lawler.** Corporate change. No positive control change. Announced Sept. 10.

Hearing Cases

INITIAL DECISION

Hearing Examiner Thomas H. Donahue issued an Initial Decision looking toward granting the application of **OK B/cg Co.** for a new am station to operate on 900 kc, 1 kw, D, DA, in Mobile, Ala.

Routine Roundup

BROADCAST ACTIONS

By the Broadcast Bureau

Approved specifications submitted by **Michiana Telecasting Corp.** for operation of **WNDU-TV South Bend, Ind.,** on ch. 16 pursuant to Report & Order in Docket 12074 (which substituted ch. 16 for ch. 46 and modified WNDU-TV authorization accordingly, effective September 6); ERP visual 97.7 kw, aural 49 kw; antenna 570 ft.

Approved specification submitted by **Tulsa Bcstg. Co.,** for operation of **KTVX** (ch. 8) **Tulsa, Okla.,** instead of Muskogee, Okla. and change trans. and studio locations to near Tulsa, Okla., pursuant to Report and Order in Docket 11966, and modified KTVX authorization accordingly, effective September 6; ERP visual 316 kw, aural 158 kw; antenna 1020 ft.

Actions of September 6

WTBC-AM-FM Tuscaloosa, Ala.—Granted assignment of licenses to Tuscaloosa Bcstg. Co.

KSIX-TV Corpus Christi, Tex.—Granted Mod. of cp to change ERP to vis. 316 kw, aur. 158 kw; ant. 700 ft.; change type trans. and make other equipment changes.

KIRO-TV Seattle, Wash.—Granted Mod. of CP to change type trans.; make other equipment changes; change ant. system and ant. height to 820 ft.

KSWS-TV Roswell, N. Mex.—Granted extension of completion date to 12-8.

Actions of September 5

WWBZ Vineland, N. J.—Granted license covering change in hours of operation and installation of directional ant. for night use; conditions.

WAMS Wilmington, Del.—Granted license covering installation of a new trans.

KPER Gilroy, Calif.—Granted Mod. of CP to change type trans. and specify studio location and remote control point; condition.

WPCF Panama City, Fla.—Granted extension of completion date to 11-20; conditions.

WKVM San Juan, P. R.—Granted extension of completion date to 10-1.

Actions of September 4

WABD New York, N. Y.—Granted CP to make changes in facilities and minor equipment changes of TV station.

KSAY San Francisco, Calif.—Granted Mod. of CP to change type transmitter.

WATR-TV Waterbury, Conn.—Granted extension of completion date to 3-3-58.

Actions of September 3

WPFH Wilmington, Del.—Granted CP to install auxiliary trans. at main trans. site.

WGOR Georgetown, Ky.—Granted Mod. of CP to change type trans. and specify studio location and remote control point.

WDBJ-TV Roanoke, Va.—Granted extension of completion date to 4-4-58.

Action of August 30

Columbia Bcstg. System, Inc. New York, N. Y.—Granted authority to transmit programs to **CKLW Windsor, Ontario** for the period beginning Sept. 2, 1957 and ending Sept. 1, 1958.

Action of August 15

KBEE-AM-FM, KERN-AM-FM, KFBK-AM-FM, KMJ-AM-FM-TV Modesto, Bakersfield, Sacramento and Fresno, Calif.—Granted assignment of licenses to McClatchy Newspapers.

UPCOMING

September

Sept. 15-18: Annual convention of the Association Canadienne de la Radio et de la Television de Francaises, Alpine Inn, Ste. Marguerite Station, Quebec.

Sept. 18: Freedom of Information Committee meeting of New York State Assn. of Radio and Television Broadcasters.

Sept. 19-20: Fm Development Assn., board meeting, Ambassador Hotel, Chicago.

Sept. 21: United Press Broadcasters Assn. of Connecticut, Sun Valley Acres, Meriden, Conn.

Sept. 21: UP Broadcasters of Nebraska, Lincoln.

Sept. 21-22: United Press Broadcasters and Telecasters of Missouri, organizational meeting, Hotel Missouri, Jefferson City, Mo.

Sept. 24: Academy of Television Arts & Sciences, luncheon session, New York.

Sept. 24-26: Western Regional Conference, National Community Television Assn., Ambassador Hotel, Los Angeles.

Sept. 25: Vermont Assn. of Radio and Television Broadcasters, Burlington Country Club, Burlington, Vt.

Sept. 26: Canadian Broadcasting Corp., Board of Governors, Dept. of Veterans Affairs Bldg., Ottawa.

Sept. 26: Washington State Assn. of Broadcasters, semi-annual meeting, Wenatchee, Wash.

Sept. 27: Northwest Appliance and Television Assn., annual Profit Clinic, Benjamin Franklin Hotel, Seattle.

Sept. 27-28: Tenth District AFA Convention, Hilton Hotel, El Paso, Texas.

Sept. 28: Annual Screen Cartoonists Guild film festival, Ambassador Hotel, Los Angeles.

Sept. 30-Oct. 1: Illinois Broadcasters Assn., fall meeting, Abraham Lincoln Hotel, Springfield, Ill.

October

Oct. 1-Nov. 19: Chicago Federated Adv. Club, workshop sessions, Chicago.

Oct. 3: North Dakota AP Broadcasting Assn., Plainsman Hotel, Williston, N. D.

Oct. 3-4: Kentucky Broadcasters Assn., Hotel Beecher, Somerset.

Oct. 4: United Press Broadcasters of Kentucky, inaugural meeting, Cumberland Falls State Park, Kentucky.

Oct. 4-9: Society of Motion Picture and Television Engineers convention, Hotel Sheraton, Philadelphia.

NARTB CONFERENCES

Region 1 (New England, N. J., N. Y.)	Sept. 16-17 Van Curler Hotel Schenectady, N. Y.
Region 4 (Ky., Ohio, Ind., Mich., Ill., Wis.)	Sept. 19-20 Statler Hotel Cleveland
Region 2 (Pa., Del., Md., W. Va., D. C., Va., N. C., S. C.)	Sept. 23-24 Grove Park Inn Asheville, N. C.
Region 5 (Minn., N. D., East S. D., Iowa, Neb., Mo.)	Oct. 10-11 Muehlebach Hotel Kansas City
Region 8 (Wash., Ore., Calif., Nev., Ariz., T. H.)	Oct. 14-15 Multnomah Hotel Portland, Ore.
Region 7 (Mountain States)	Oct. 17-18 Brown Palace Hotel, Denver
Region 6 (Kan., Okla., Texas)	Oct. 22-23 Baker Hotel Dallas
Region 3 (Fla., Ga., Ala., Miss., La., Ark., Tenn., P. R.)	Oct. 24-25 Peabody Hotel Memphis

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EVALUATIONS
FINANCIAL ADVISERS

WASHINGTON
1625 Eye Street, N.W.
Washington 6, D. C.
NAtional 8-1990

NEW YORK
60 East 42nd Street
New York 17, N. Y.
MUrray Hill 7-4242

CHICAGO
35 East Wacker Drive
Chicago 1, Illinois
RAndolph 6-6760

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

- DEADLINE: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.
- SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.*
- All other classifications 30¢ per word—*$4.00 minimum.* • DISPLAY ads $15.00 per inch.

No charge for blind box number.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

New station requires almost entire staff. Must be experienced. Need news man, disc jockeys, salesmen and continuity writer. News-men and disc jockeys send tape with first letter. All tapes returned. All replies confidential. Write Box 214B, B•T.

Management

Wanted. Radio station manager for southern Florida. Must be ambitious, imaginative, aggressive and able to sell. It'll be hard work, but we're offering salary plus percentage of profits. Box 280B, B•T.

Manager small eastern market. Please send picture, experience, education, background, age and salary range. Box 300B, B•T.

Exceptional opportunity as manager of new station opening soon in Minot, N. D. Must have real radio know-how, be a dynamic salesman and sales leader, active in community affairs, a hard worker, able to get full cooperation from staff members. We operate in a number of markets with managers making up to $2000 a month. Write Gene Williams, Radio KLYK, Spokane, Washington.

Wanted, top manager-salesmanager for WLOF, Orlando, Florida to take over for management going into new sister television station. Top news-music local independent operation. Must be qualified man of high personal sales ability and experience not afraid of television. Contact Don Colee, WLOF, Orlando, Florida or Joe Brechner, WGAY, Silver Spring, Md.

Young man, experienced, plenty of potential for our sales department, who can become manager. We'll help develop your best qualities, while you learn our operation, prepare for management, all time making above average sales guarantee plus. All our managers were former salesmen, never lost a good man. John McLendon, Box 2667, Jackson, Miss.

Sales

250 watt independent needs experienced salesman-announcer with southwestern background. Good future possibilities in expansion for family man who will stick and produce. Salary plus commission. Box 225B, B•T.

Salesmanager for 5,000 watt good music station. Top pay, all we ask is production. Must be able to, and be interested in assuming responsibility. Plenty of blue chip accounts. Semi-major market. Floaters, bum check artists and drinkers not condoned here. Please give resume, photo, and phone number. All replies confidential. Box 237B, B•T.

Ready for full-time sales with a clean, sharp CBS station featuring enjovable music. Pacific coast. Air mail resume. Will phone immediately if you sound like our man. Box 247B, B•T.

Experienced salesman wanted by daytime kilowatt near Chicago with night time application pending. $400 monthly guarantee against 15 per cent. Protected account list and territory. Bonus plus other fringe benefits. Personal interview necessary. List age, education, experience in detail. Box 250B, B•T.

Looking for a better deal? We need experienced salesmen in southern market who would like to work in competitive situation for above average compensation plus bonus. Box 253B, B•T.

Fourth largest market on west coast needs high caliber salesman with plenty of drive. Top NBC affiliate has choice opening, for aggressive, experienced man. We do not want the hot shot. Excellent earnings and future available. Send complete resume, plus past years billing to Box 254B, B•T.

Long established dominant CBS radio affiliate in major market looking for local radio salesman with management potential as ownership expands with CBS-TV affiliation. Experience and sales desire essential. Box 260B, B•T.

Are you interested in making more money? Booming suburban market. One hour from New York. No limit on earnings. Send full information. Box 270B, B•T.

RADIO

Help Wanted—(Cont'd)

Sales

Salesmen wanted by 5,000 watt daytimer in metropolitan market in New England. Don't answer unless you want to make real money. Experience preferred but not necessary. Send resume to Box 295B, B•T.

Aggressive young salesman for metropolitan Washington's red-hot independent. 5000 watts, fulltime. New programming zooming station to top. $5000 to $20,000 opportunity. Wire or write Box 298B, B•T.

Account executives: to be on ground floor of new top market Kansas City independent, that will have a modern approach to radio. He will have top talent and virgin accounts to sell in protective territory. We are looking for a sharp, polished family man who's willing to work and live with his accounts. For the man who wants to make more than $10,000.00. General Manager, KBKC, Mission, Kansas.

Experienced salesman, radio. If you are aggressive—interested in making top money in substantial market with solid radio-tv operation, we want you. Opportunity excellent for permanent man who can produce. Guarantee and commission commensurate with your ability. No others need apply. Contact Jack Chapman, KTSM Radio, El Paso, Texas.

Salesman-announcer. Emphasis on sales, can easily make $600 to $800 monthly along with other combo men with this small growing chain. Excellent working conditions, with opportunity for advancement. Must be married, 25-35 years of age, have car, sober, steady, proven record. Prefer man who is ambitious to become station or sales manager. Salary for board work, plus draw against high commission scale. Resume, tape to Wayne Sims, WARF, Jasper, Ala.

Salesmen—spend the rest of your life in beautiful Palm Beach, Florida, get out of the northern rat race and join the staff at WIRK, number one in the Palm Beaches. Write Joe Field, Manager, now.

Announcers

Wanted immediately by Florida station, experienced announcer, good newsman, some sports, capable of producing good taped announcements. Opportunity to sell if desired. Salary open. Send tape and resume. Box 907A, B•T.

Announcer with good voice and first class ticket. State qualifications and salary in first application. Progressive station in southeast. Reply Box 976A, B•T.

Top announcer and dj for top flight station in Washintgon state. Expanding our staff. Our entire staff knows about this ad. Send particulars and tape to Box 147B, B•T.

Looking for permanent announcer. Must have experience, strong on dj and commercials. Salary open. Box 204B, B•T.

Wanted, announcer for western Penna. operation; send tape, minimum salary requirements, experience. Box 224B, B•T.

North Louisiana. Experienced announcer. Strong on news; top pay. Box 227B, B•T.

Minnesota independent wants man with some experience for straight announcing. Start $72.50. Permanent position. Send tape, photo. Box 242B, B•T.

Kilowatt independent near Chicago wants experienced staff announcer who also has beat experience gathering and writing news. Personal interview necessary. Give age, education, detailed experience in resume. Box 251B, B•T.

RADIO

Help Wanted—(Cont'd)

Announcers

Top rated 5,000 watt midwest CBS radio station with CBS-TV affiliate. Want live, wide-awake man who's in love with music. Afternoon record show. Must be completely at home on the board. Send tape of record show plus five minutes of news. Outline form of past 5 years experience and a recent photo, plus letter covering personal life, education, one reference from each place of employment, plus gimmicks or ideas that would make you easier to sell. Top salary. Box 261B, B•T.

Pennsylvania chain needs experienced announcers. Good working conditions, 40-hour week, paid vacation, time and half, $85 a week. Minimum one-year experience necessary. Excellent opportunities for advancement to executive position. Send tape, with news, commercials, and sample music program, plus resume and photograph. Box 274B, B•T.

Florida, beautiful community near ocean. Southern part of state. Begin at $100 week, also sell parttime if you wish. Send tape first letter. Box 276B, B•T.

Growing 1000 watt central Pennsylvania news and music operation wants a versatile announcer with ambition and good sound. Salary open. Good opportunity. Box 307B, B•T.

Announcer-engineer. Combination board work and maintenance. First phone. Contact Gene Ackerley, KCOW Radio, Alliance, Nebraska.

Announcer-salesman wanted by California daytime independent with music and news format. Good pay, good working conditions, hospital plan, congenial crew. KGEN, Tulare, California.

Have immediate opening for an announcer or announcer-salesman. Prefer man from southwest. Call or write Clint Formby, KPAN, Hereford, Texas.

Immediately! Announcer-salesman or maintenance. Start seventy-eight dollars weekly, $340 per month plus commissions, talent, extras, good housing living, phone KPRK, Livingston, Montana.

Dallas, Texas-50 kw radio and full-power tv experienced announcer, salary open. Send tape, photo, and application to Wilson Shelly, KRLD, Herald Square, Dallas, Texas.

Announcer for all Spanish station. Restricted permit required, first class preferred. KSPA, Santa Paula, California.

Announcer, morning shift. Experienced. Five day week. Send tape, resume, salary. Fred Epstein, KSTT, Davenport, Iowa.

Have opening for combo man, announcer-engineer. Must have experience in maintenance. Send complete details first letter. KTUE, Tulia, Texas, c/o Lee McKinney.

Wanted: Announcer-chief engineer. Radio Station KVOU, Uvalde, Texas.

Need immediately, combo play-by-play and top dj for central-Kansas outstanding 1000 watt town of 42,000 you'll like. Sports include origination 117 basketball games, 15 football plus national Juco, Big 8 and regional tournies. Air mail complete background, photo, taped commercials, music, ad-libs and news, play-by-play tapes required. J. D. Hill, KWHK, Hutchinson, Kansas.

Need immediately, two personality announcers, one hillbilly, one pop! Clean, new 5 kw operation. Send complete resume, tape and photo. Rex Osborne, WDOC, Prestonsburg, Ky.

Announcer, first phone, no maintenance. Must have good voice, experience. Good pay to start, additional benefits. More for right person. Excellent opportunity for qualified person only. Radio Station WEED, phone 66736, Rocky Mount, North Carolina.

RADIO

Help Wanted—(Cont'd)

Announcers

Negro dee jay, top rated rock 'n roll station has opening for negro dj. Experience absolutely necessary. Must speak good English, and must be tops in fast commercial delivery. Top salary for the right man. Send tape and resume, air mail to WFEC, Miami, Florida. Do not answer this ad, unless you fill the qualifications.

Staff announcer dj, need experienced man for immediate opening. Excellent opportunity. Contact WGGA, Gainesville, Georgia.

Experience announcer for dj type staff work needed now at WLEC, Sandusky, Ohio. Salary open, above average fringe benefits. If you are enthusiastic in delivery, want a solid secure situation and are presently living in or near Ohio, call Bob Hinners, Sandusky, 5170, reverse charges.

Can you read well? If so, and have friendly voice, like well balanced music, shows; prefer keeping chatter to pleasant minimum; enjoy hourly newscasts; like to do things right instead of easiest way; we would be delighted to hear from you. To save time, send along resume and tape, WMIX, Mt. Vernon, Ill.

October 1st need personality dj to run remote show at Drive In Restaurant nightly 7 PM till midnight. Must have quality ad lib and plenty of sell on commercials. Send resume, photograph, and salary requirements first letter. WMYB, Myrtle Beach, South Carolina.

Wanted, experienced announcer now working within 200 mile radius of WPIC, Sharon, Pa.

Immediate opening radio-tv announcer with first class ticket. Send tape, photo, full particulars. WSVA, Harrisonburg, Va.

Negro dj's are you working part time, or in a small town, and want big time radio with all-negro station. Write us, send tape-photo. If you're good we'll train you to be better. Prefer men now in south. Apply today, immediate opening. William Anderson, Ebony Radio, Box 2667, Jackson, Miss.

Technical

Immediate opening, experienced 1st phone, metropolitan New York area. 6 days, 48 hours, salary $80.00. Opportunity for over-time. Box 163B B•T.

Chief engineer with top announcing voice. Will pay up to $600 month for right man. $50 per month more if can oversee music. Top northwest market. Write Box 244B, B•T.

Chief engineer for Pennsylvania operation. Maintenance and repair experience essential. Construction experience an advantage. Prefer married man seeking permanency. Up to $125 weekly to start. Car necessary. Send resume and photo. Box 275B, B•T.

First class engineer, console operation, maintenance. Spanish knowledge helpful. KSPA, Santa Paula, California.

Chief engineer with some announcing. Permanent. Beautiful Yakima Valley, wonderful fishing —hunting. Air conditioned studios. Leading 1000 watt daytimer. Send resume and tape to KUTI, 316 Butterfield Road, Yakima, Washintgon.

Wanted—Engineer with 1st class license, combo man who can either write copy, sell or announce. Top salary commensurate with ability. WBRV Boonville, N. Y. Phone 11.

Wanted: Chief engineer for Gates kilowatt station. Friendly small south Georgia town. Permanent position for right person who knows engineering, has fair voice and good personal habits. WCLB, Camilla, Georgia.

First phone needed at once. Some announcing. Light maintenance. City of 8000. Call Weston, West Virginia, 1555 or write Manager, WHAW.

Need immediately, chief engineer for 250 watter at WNBT, Wellsboro, Pa. Combination man preferred, even without much experience. Write at once to John Fay, Box 466, St. Marys, Pa.

Michigan independent needs chief engineer-announcer with first class ticket, morning shift, WOAP, Owasso, Phone SA 5-8196.

New southern station. Combination engineer and announcer, salesman. Dayton, Tenn. Norman A. Thomas, P. O. Box 428, Chattanooga, Tenn.

RADIO

Help Wanted—(Cont'd)

Technical

Immediate opening available on Westinghouse broadcasting company's WOWO technical staff. First class required. Please send complete resume of experience, education, references, etc., to Harold L. Brokaw, Chief Engineer, WOWO, Fort Wayne, Indiana.

Wanted, combo engineer-announcer new station. Routine maintenance only. Must pull three hour air shift in addition. Remote control. Salary and expenses. Write, wire, call Lewisburg, Penna., Jackson 3-1222, collect.

Production-Programming, Others

Program director for daytime Maryland station with news and copy ability. Complete information and tape first letter. Box 210B, B•T.

News director, for live-wire news department in major north central market. Must have previous experience in same capacity, be a top-flight newscaster, thoroughly experienced in local reporting, etc., and able to direct other news personnel. An unusual opportunity. Reply in confidence, giving detailed previous experience, salaries, when available, and attach small photo. Box 216B, B•T.

Newsman-experienced. Gather, write, broadcast news. Top-rated midwest indie. Send tape, photo, background. Box 231B, B•T.

Continuity girl who can write good, clean, selling copy. Send samples, photo, background. Box 232B, B•T.

Ohio station needs top-notch program director capable of doing air work. Must have previous PD experience. Send full information about yourself and tape, audition. Box 236B, B•T.

Wanted: Program director-chief announcer for a 1000 watt independent in city of 11,000 in southwest. Should be experienced radio man with knowledge of music, news, sports and programming ideas. Car necessary. Salary open. Some talent fees. Send full information, photo, tape and references to Box 258B, B•T.

Copywriters: One for radio one for tv. Excellent opportunity with Montana's oldest established station. Only top calibre applicants considered. Top salary, profit sharing, two weeks vacation, excellent working conditions. Openings are immediate. Contact Mr. Spahr, Asst. Mgr. KFBB, Great Falls, Montana. No collect calls.

Needed immediately. Experienced news man capable of handling some disc work. Must be strong on rewrite with an eye for local news. Send full particulars, including audition tape with first letter to K-JOE, 529½ Crockett Street, Shreveport, Louisiana. All tapes will be returned.

News editor with experience, good news background, and re-write ability for daytime news on WIBC, 50,000 watt independent with excellent facilities including mobile units. Send full particulars, including audition tape, 2835 N. Illinois Street, Indianapolis 8, Indiana.

We need a good program director with news announcing experience. If you qualify, send tape, photo, resume of previous experience and salary requirements to Louisville's first music and news independent daytimer, WKYW, 431 West Jefferson Street, Louisville 2, Kentucky.

RADIO

Situations Wanted

Management

Is your station suffering because of absentee ownership? Aggressive radio management available with capital to invest. Write Box 940A, B•T.

Manager: Aggressive. 10 years experience small station. Manager last two years, best profit ever. Married, 28, growing family. Mid-west or west preferred. Box 220B, B•T.

Problems? Young, aggressive, stable married man can solve them. Top of the ladder at present location. Proven record. Box 240B, B•T.

Ambitious young salesman seeks position as manager, sales manager. Excellent education. Ten years experience in major market. Family. Box 252B, B•T.

Presently employed as manager, chief engineer, salesman, announcer and porter. Would like to move on after six years. Have increased station revenue here. Details by mail. Box 268B, B•T.

RADIO

Situations Wanted—(Cont'd)

Sales

Top advertising executive, large newspapers, wants change to sales manager or salesman small town radio station. Prefer Kentucky, Tennessee or Missouri, but consider anywhere in south or midwest. Will come for personal interview. Box 172B, B•T.

Sales manager-general manager: Now employed major market. Strong on sales. Am billing 50% of station gross, six figures. Happily married, two youngsters. Dependable, mature aggressive hard worker. Top industry and present owner (selling station) references. Thorough experience and proof successful record, management and sales. Box 299B, B•T.

Announcers

Top negro dj. Now in top market. Highly experienced all phases. Great job for great station. Box 151B, B•T.

Sports announcer. Football, basketball, baseball. 7 years experience. Finest references. Box 974A, B•T.

Red hot, experienced announcer available after September 1. Combines abilities of Deems Taylor, Lowell Thomas, and Art Ford. Writes continuity and sells time like mad. Tapes and resume on request. Reply Box 980A, B•T.

Dee jay, personality. Run board, restr. ticket. Likes work. Looking for spot to grow in. Go anywhere. Tapes and resume. Box 991A, B•T.

Gal dee-jay, run board, double as receptionist if needed. Plenty of ideas to grab audience. Tape and resume. Box 992A, B•T.

Negro dee-jay. Good board man, fast patter, smooth production. I'm the one you're looking for. Tape and resume. Box 112B, B•T.

Rock & Roll—jazz dj, news. Now employed in million market. First rated experienced negro with first phone. Box 152B, B•T.

Above average announcer, 3 years experience looking for above average job. Married and employed. Looking ahead. Box 169B, B•T.

Twelve years know-how. Pop dj, news. Net voice. Mature, personable, want metropolitan south, or southeast. Box 221B, B•T.

Combo, good announcer, two years experience large and small markets, first phone. Family. $100.00 in good stable "settle down" operation. Box 245B, B•T.

Announcer, four years experience, radio and television. Radio-staff, play-by-play, football television, host, cowboy kiddie show, director. I can do a good job for you. Box 246B, B•T.

Announcer, 3 years experience, staff and dj work. Prefer southeast. Box 248B, B•T.

Polished announcer, experienced engineer desires combo or announcing position with serious music station, metropolitan area, am or fm. Box 257B, B•T.

Graduated, Northwestern University. August 1949. Got advice from late and great Chicago dj. "Go out, beat the bushes, get all the radio experience you can." I did, am now in ninth year, same morning show. Built large audience as morning dj and salesman. Fully sponsored show. Sell radio time in pm. Averaging $1,500 monthly in small market. Feel I have bushes thoroughly beaten. Now seek larger market, more money. Enjoy hard work. Mature, married with family. Will send tape, resume and picture. Personal interview if desired. Box 262B, B•T.

Top man in medium sized metropolitan market desires position with "Non-Top-40" station in top 10-25 markets. Five years experience. Excellent music background. Box 265B, B•T.

Hard-sell, soft sell. I do both, plus good music, no jazz, no pops. Interested? Box 266B, B•T.

Experienced, married announcer, versatile, college, non-drinker, presently employed, first phone—Jan. Box 269B, B•T.

DJ, classical music. Strong commercials, news. Direct. Wide experience. Box 271B, B•T.

Hello Florida. Hello! Hello! Hello! Announcer—first phone-copywriter; jingles; ideas; publicity; top typist. Needs experience. Box 273B, B•T.

Experienced all phases, over 2 years radio. Holding important position metropolitan midwest market. Want to locate in Colorado. Box 279B, B•T.

Bright, young dj, also write copy, can do any kind record show, smooth on board. Two years experience. Prefer S. W. Virginia or East Tennessee position. Box 281B, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Announcer, 2 years experience. News, commercials, dj, sports. Available immediately. Box 282B, B•T.

Announcer, experienced. 22, college degree, good voice, desires north, single. Box 284B, B•T.

Announcer, experienced, twenty-three years old, good voice, desires north, married, veteran. Box 285B, B•T.

Staff announcer. Deep voice with pleasant personality. Radio experienced. Prefer news, commercials, dj. TV trained. Single, sober, serious. Box 291B, B•T.

Announcer, two years staff experience. Ambitious, steady. Word any board, car. Box 292B, B•T.

Stop here, young vet (25) single, will relocate, looking for a versatile announcer, 8 months experience who can do more than a creditable job? Go no further. Box 297B, B•T.

Mature announcer with first phone and a few months experience desires change and a chance to do record show. Now working at Indiana directional for $80 per week. Want comparable job here or surrounding states. If you need a man now or in a few months I would appreciate hearing from you. Reply Box 302B, B•T.

Staff announcer, resonant voice, football, baseball, play-by-play, presently employed. Desires change. Prefer south or south Florida. Box 303B, B•T.

Announcer, first phone, no maintenance, experienced, married, college, veteran, employed. Box 304B, B•T.

Desire employment vicinity Princeton, New Jersey. Broadcasting, continuity, have 1st class FCC license. Available October 1st. Box 32, Blawenburg, N. J. Tele.—Hopewell 6-1095M.

DJ with beautiful voice, tapes available. Jack Carey, 2628 N. Humboldt Blvd., Milwaukee 12, Wisconsin.

Do you want reliable, non-drinker, hard worker announcer? Within 150 miles of N. Y., please. 4½ years experience. Well rounded, married. Robert Lockwood, Closter, N. J., CL 5-5171.

Announcer, limited experience but unlimited ambition. Single, 22, vet. Radio school grad. Thomas Sweeney, 164 O'Callaghan Way, South Boston, Mass.

Technical

Chief engineer: First class license: Years of experience. Installation, operation, maintenance and trouble shooter specialist. Exceptional references. Box 175B, B•T.

Chief engineer 9 years experience, all phases am station. Married, available immediately. Box 233B, B•T.

First class, 7 years studio control-room, tape, nemos. Would relocate. North-east preferred. Box 241B, B•T.

Engineer: Twenty years in electronics field with eight years radio television broadcasting. Family man, age 39, desires position as chief engineer. Box 278B, B•T.

First phone men available. Contact Grantham School, 1505 N. Western Avenue, Hollywood, California.

Production-Programming, Others

Program directorship wanted, family, 5 years radio, 2 television, employed. Box 150B, B•T.

Girl Friday—copywriter; earned honest living in business world previous to radio, but still prefers writing. Box 222B, B•T.

Broadcast school trained, experienced copywriter, male, wishes to relocate west of the Mississippi. Desert southwest or Intermountain west preferred, but consider anywhere from Alaska to the gulf, paying 70. Best references, samples on request. Box 230B, B•T.

Beat that top 40 station! Hire me. PD, producer, continuity, music director. 250 to 50,000 watt stations. Ten years radio, college grad, 32. Money secondary to happiness. If you've a happy station and can delegate authority, write Box 234B, B•T.

RADIO

Situations Wanted—(Cont'd)

Production-Programming, Others

Young, ambitious program director desires position with "Non-Top 40" station. Do air work and programming-production. Desire northeast or Pennsylvania, Maryland. Box 264B, B•T.

Experienced girl Friday available for small radio or tv station. Can do copy, traffic, air work, take dictation, have car, single. Veteran. 32. Box 286B, B•T.

Presently employed P.D.-assistant manager metropolitan kilowatt seeks similar position, with future management possibility, in Washington, D. C. area, Florida, upper New York or New England states. Excellent references, efficient "right arm." If you want a man who eats, drinks, sleeps, thinks and breathes radio, please write. Box 305B, B•T.

Commercial continuity writer with 6 years experience in radio and television. Ellis Babcock, S. 12th, Manitowoc, Wisc.

TELEVISION

Help Wanted

Leonard P. Frankel wanted for excellent opportunity in television. We know your qualifications. Just write Box 267B, B•T.

Announcers

Announcer for midwest television station. Must have radio experience. Send recent photo and complete resume including required salary to Program Director, P. O. Box 470, Rockford, Ill.

Technical

Wanted-operator with first class license for radio-television operation. No experience. No announcing. Good working conditions. Located north central area. Box 294B, B•T.

Immediate opening for engineer with 1st phone license. Salary based on experience. Leading Kansas station, film and live color. Contact R. V. Goyette, KARD-TV, Wichita, Kansas.

Immediate opening engineer with first phone license. Expanding schedule. Excellent salary based on experience and ability. Permanent position. Send resume, references and photo first letter. Chief Engineer, KKTV, Colorado Springs, Colorado.

Television engineer opening exists in our engineering department for experienced man or recent television school graduate. New building, 40 hour week, time and one-half for all over 40 hours, air-conditioned operating spaces, 5 holidays per year, paid vacation and excellent living conditions. Contact Chief Engineer, WFMY-TV, Greensboro, N. C.

Television engineer. Immediate opening for experienced engineer with first phone. Contact H. E. Barg, 1015 N. Sixth Street, Milwaukee, Wisconsin.

Production-Programming, Others

Newspaper owned vhf in good market needs news director. Must be good newsman and strong air personality. Send photo and tape or audition film, resume, expected starting salary to Box 145B, B•T.

Director-announcer seeking advancement opportunity. Need man capable of assuming operation-management now and moving up to manager's assistant in sales promotion, etc., if he can deliver. Excellent opportunity. Southwest. Send resume, recent snap shot, present salary to Box 277B, B•T.

I'm considering monthly newsletter devoted to live tv production people and methods. Would you subscribe, or contribute articles, news items, pictures? Box 296B, B•T.

All-around film man for movies and stills, including digging stories, processing (Houston), editing and copy writing. We are looking for all of these qualifications, but anyone sharp in any one of the above, and quick to learn, stands a good chance. Write or call Program Manager, WXEX-TV, Petersburg, Va.

Continuity writer with creative ideas needed at once for midwest television station. TV experience is helpful but not absolutely necessary. Must have radio background. Write Program Director, Post Office Box 470—Rockford, Illinois.

RADIO STATIONS FOR SALE

Opportunity Knocks

SOUTHWEST
FULLTIME INDEPENDENT

Dynamic growth area. Rated top in the market. 12 employees. All new equipment. Studios and transmitter land rented.

Years gross should top $100,000. Profitable.

Asking $150,000 with $75,000 down.

We have a good list of stations throughout the whole country that are not on the market as such but can be bought. There are some outstanding buys here.

Opportunity Knocks

NORTHWEST EXCLUSIVE

Full time independent. Studios and transmitter land rented.

Tight operation includes partners and two others. Profit to owners around $17,500 last year.

Asking $40,000 with terms to be agreed upon.

Why not write, wire or call us now for more information on these and our many other listings.

JACK L. STOLL & ASSOCIATES

A **NATIONAL** ORGANIZATION for the sale of Radio & TV Stations

6381 HOLLYWOOD BLVD.
LOS ANGELES 28, CALIF.
Hollywood 4-7279

TELEVISION

Situations Wanted

Management

Sales or assistant manager. 8 years radio-tv program director, news director, sales. 32, college, family. Looking for job offering future promotions. Midwest or east. Box 287B, B•T.

Nine years television experience. Administrative and sales management. BA Degree, 34, family, proven record. Box 289B, B•T. for complete resume. Desire move within ninty days.

Announcers

Experienced weathercaster can also do news and pitches, announcing and on-camera appearance A-1. Box 170B, B•T.

Ten years play-by-play college-high school football-basketball and minor league baseball. 13 years radio. 2 years tv sports shows, football films, panel and variety shows. Desire radio-tv combo with sports schedule. Excellent references. Married. Employed. Box 239B, B•T.

Award winning commercial announcer desires advancement. Good salary and permanency only. Agency and station references. Box 255B, B•T.

Versatile, talented, experienced! TV announcer, director-switcher, weatherman, cartoonist, artist, children's personality desires move to larger market. Presently employed. Four years tv, college grad., draft exempt. Box 288B, B•T.

Technical

Engineer-announcer experienced in am, fm high power, design, maintenance. Box 149B, B•T.

Production-Programming, Others

Experienced program director—versed in all phases of television, available Sept. 15. Non-drinker, college man, married, 5½ years experience television. Box 178B, B•T.

Tv promotion—eight years experience in all phases, sales and audience promotion and merchandising. Now available to take over as your promotion director. Box 202B, B•T.

Continuity director with traffic, promotion, art experience desires permanent position in southwest. Arizona, Nevada, New Mexico preferred. Single, college, presently employed. Box 229B, B•T.

Director-producer-announcer, family, 4 years experience all phases radio and television production. Presently employed top basic station. Box 235B, B•T.

TV art director 4½ years experience. Set building, air brush, silk-screen, balops with a punch! Full understanding of tv production. Sign Co. pictorial artist. Married. Box 263B, B•T.

Director, announcer, general production. Thorough background, all media, in drama, music, news, commercials, special events, continuity. Box 272B, B•T.

What's new, your major am-tv market will know if I'm your news editor or director. English degrees, resonant voice, familiar all news techniques. Box 308B, B•T.

FOR SALE

Stations

500 watt daytime independen station in California one-station town. Asking $35,000.00 with $20,000.00 down. Must sell. Box 301B, B•T.

Carolina metropolitan market priced in line with gross at $150,000. Half already on terms. Paul H. Chapman Co., 84 Peachtree, Atlanta.

Middle nation small metropolitan market with limited competition. $250,000, substantial cash required. Paul H. Chapman Co., 84 Peachtree, Atlanta—17 East 48th, New York.

Alabama single station market $35,000 total; $17,500 down. Paul H. Chapman Co. 84 Peachtree, Atlanta.

Wyoming, quarter kilowatt $10,000 down—terms—exclusive Wilt Gunzendorf and Associates, 8630 W. Olympic, Los Angeles.

Norman & Norman, Inc., 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion. Experienced. Former radio and television owners and operators.

FOR SALE

Stations—(Cont'd)

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

Equipment

UHF equipment, used. I kw GE transmitter, GE TY-24-B helical 4-bay antenna and all studio and transmitter equipment necessary for live, film and network operation. Very reasonable. Box 946A, B•T.

Presto tape recorder—Includes tape transport mechanism, type 900 R-1, serial #152 amplifier, type 900A-2, serial #732 in portable cases. Box 283B, B•T.

One Rust Deluxe 24 function transmitter remote control unit, suitable for directional antenna use, complete with remote modulation and frequency meter panel. Used only six months. New cost $2400; will take $1275. Box 128, Amarillo, Texas.

For sale. Alpar 200 ft. guyed, anodized, self-supporting, aluminum tower. New, painted, all accessories. Ready for erection. Make offer. KWBR, 327 - 22nd Street, Oakland, California.

For sale: 1,000 watt Gates transmitter; Altec limiter; Aircraft receiver CBY for Conelrad. 225 foot tower. WDOR, Sturgeon Bay, Wisconsin.

Mobile broadcast studio. Converted Air Line bus. With or without equipment. Range 20 miles. Money maker. WEOK, Poughkeepsie, N. Y.

Dollars off, professional tape recorders. Free literature. R. Forman, 210 Burr Oak, Kalamazoo, Michigan.

Ampex 300, 300-2 Stereo, 401, 600 and 350 available. Short deliveries on 350-2P, 601-2P Stereo and 601. Grove Enterprises, Roslyn, Pa.—Turner 7-4277.

For Sale: 5 kw Western Electric transmitter, excellent condition, water-cooled, can be converted with modern air-cooled tubes. $1,500.00 as is, where is. Midwest Broadcasting System, Farmington, Missouri.

WANTED TO BUY

Stations

Individual interested in purchase or control of radio station, confidences exchanged. Medium size market. Middle Atlantic states-south. Write in confidence. Box 941A, B•T.

Principal interested in medium sized stations in midwest. Give complete details as to gross, net, price, terms, etc. Strict confidence respected. Box 228B, B•T.

Two-thirds interested am upper midwest wanted. Will provide working capital and manage full-time basis. Mortgage for balance with present owner retaining ⅓. Experienced. Family man. Confidential. Box 249B, B•T.

Would like to invest in existing or proposed radio station and participate actively. Background covers all phases of radio, tv. Box 290B, B•T.

I have the buyers if you have the radio or television stations for sale. I have at present some listings in the south. ED 3-3890, Charlotte, N. C.

Radio executive will buy one or two small New England stations. No brokers. Offers strictly confidential and acknowledged. B. D. Caster, Box 507, Madison, Conn.

Stations wanted. Texas, New Mexico, Colorado, Missouri, Kansas, Arkansas, Louisiana, Oklahoma. Ralph Erwin. Broker, Tulsa.

Stations wanted. Private, conservative service to station owners. Ralph Erwin. Broker. 1443 South Trenton, Tulsa.

Stations wanted. Sold: 60% of all the AM stations offered by this agency since its establishment. Ralph Erwin. Broker, 1443 South Trenton, Tulsa.

Stations wanted now! Not interested in your gross receipts or your net profits or your private life. If the station has a market and a signal, please holler at me now. Ralph Erwin. Broker. Tulsa.

Radio station grossing from $80,000 to $100,000 in south, southwest or Pacific coast. Radio and News, Inc., Box 128, Sweetwater, Texas.

Equipment

10 kw G.E. fm transmitter, frequency monitor, transmission cables and antenna. Please submit prices and terms. Box 146B, B•T.

WANTED TO BUY

Equipment—(Cont'd)

10 kw G.E. fm transmitter, frequency monitor, transmission cables and antenna. Please submit prices and terms. Box 306B, B•T.

Building mobile unit. Have truck-need used 2-way gear. What have you that's priced right? Contact Jack Garrison, Chief Engineer, WBOF, Box 36, Va. Beach, Va.

RCA-BAF-14A isolation unit also 1 5/8 inch transmission line. State condition and price. R. Lucia, WHAM, Rochester 3, New York.

Wanted: Portable sync generator. Prefer RCA but will consider any make. Give complete information and pric. WHIS-TV, Bluefield, West Virginia.

INSTRUCTIONS

FCC first phone preparation by correspondence or in resident classes. Our schools are located in Hollywood, California and Washington, D. C. For free booklet, write Grantham School, Desk B2, 821-19th Street, N. W., Washington, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

MISCELLANEOUS

Wanted! Stories, biographies, and photos of gospel singing groups, gospel music dee-jays, from your station for publication in "Who's Who in Gospel Singing." No charge! Gospel Singing Director, 536½ Broad Street, Gadsden, Alabama.

RADIO

Help Wanted

Management

GENERAL MANAGER

FOR MAJOR CALIFORNIA

RADIO STATION

5 FIGURE SALARY PLUS LIBERAL PROFIT-SHARING PLAN

- We are seeking an experienced broadcasting executive with an outstanding record of accomplishment in all phases of local radio.
- The man we are looking for will be an able administrator with proven ability to lead and head sales department. He will be in complete charge and make all decisions for all phases of operation. (No second-guessing from non-active owners.)
- If you can meet these qualifications, send resume and references, along with recent photograph, to: Box 223B, B•T.

Sales

GOOD SALESMAN WANTED

Eastern metropolitan area.

Commission basis.

Guarantee commensurate with experience and ability.

CONTACT

Box 238B, B•T

RADIO

Help Wanted—(Cont'd)

Sales

THREE

Top rated station operations expanding into big markets leaves openings in the Bartell Group.

YOUNG

We are looking for young, aggressive salesmen who are interested in an association with the best independent radio group in the country.

AGGRESSIVE

Every reward is lavished on those who have the makings for success.

SALESMEN

Write: Gerald A. Bartell
P. O. Box 105, Madison 1, Wis.

The Bartell Group:

WOKY, Milwaukee
WAKE, Atlanta
KCBQ, San Diego
KRUX, Phoenix
WILD, Boston
WYDE, Birmingham

Announcers

WANTED—ANNOUNCER

An opportunity for an experienced announcer to handle important morning programming. Considerable creative skill and commercial ability required. Send resume of background and experience with audition tape and photograph to Vernon A. Nolte, WJBC, Wilmington, Illinois.

Production-Programming, Others

GENIUS WANTED
PROGRAM MANAGER
FOR RED-HOT
MUSIC-NEWS OPERATION

In Southern California

The man we are looking for must be in the neighborhood of 30 . . . must have a solid background including programming, sales, sales management and station management. He must be now employed in one of the nation's top 20 radio stations, in one of the nation's top ten markets. Salary commensurate with background and ability. All replies confidential.

Reply Box 293B, B•T

RADIO

Situations Wanted

Management

Attention
Florida Coastal Station

I have just sold my radio station in four station market. In two and a half years under my ownership station went from last to first (Hooper and Pulse), gross billings quadrupled. Now moving to Florida with family and would welcome opportunity to try to do same with your station. Willing to invest. Write or wire Box 256B, B•T.

Announcers

I WANT TO *WORK*
I WANT TO MAKE *MONEY*
FOR *YOU!* AND FOR *ME!*
9 Years Experience. 3 at present location. Want major market radio, TV, or both.
M.C. * PLAY BY PLAY * D.J.
Box 259B, B•T

TELEVISION

Help Wanted

Management

PROMOTION MANAGER

WANTED

with tv experience for a midwestern network basic station in a major metropolitan market. Box 968A, B•T.

Production-Programming, Others

PROMOTION WITH A FUTURE

If you've been waiting for a promotion department ready made for your talents, this is it! We need a capable, eager and energetic man ready to step into an established promotion department of one of the country's most respected multiple property operations. This VHF CBS station is head and shoulders above competition and you can help keep it there. Pleasant midwest community and solid ownership with all employee benefits gives assurance of stability for your future. Please outline complete background with foto.

Box 215B, B•T

South Florida
VHF Station Has Opening

for studio and transmitter maintenance engineer. Will consider training man with good background but no previous experience. Car and first phone necessary. Box 309B, B•T.

TELEVISION

Help Wanted—(Cont'd)

Announcers

NEWSCASTER WANTED

Reporting and re-write experience essential and foremost but must have good air personality for TV and radio. Send background, tapes, photos, etc. News Director, WHAS Radio-TV, Louisville, Ky.

FOR SALE

Stations

See HASKELL BLOOMBERG
Radio and Television Station
Business Broker
And Muriel Bloomberg, Assistant
NARTB REGION 4 CONFERENCE
STATLER HOTEL
CLEVELAND, OHIO

Equipment

RECORDS FOR NEW STATION

Entire English Language record library for sale by station now all Spanish. More than 12,000 selections. Excellent opportunity for new station to acquire up-to-date complete starting library. Pop, Standards, Western, Religious, Classic. We need the space. Come take them away for $975. KSPA, Santa Paula, California.

IN STOCK NOW!

AMPEX 350-2 Stereophonic recorder $1953.00 (Portable)

AMPEX 601U Full Track recorder $545.00

AMPEX 350 Portables $1294.00

immediate shipment anywhere in the world. Collect calls accepted. Nowhere else can you get less than 6 months delivery.

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935 El Camino Real
Menlo Park, California
Phone Davenport 6-5160

TAPE RECORDERS
All Professional Makes
New—Used—Trades
Supplies—Parts—Accessories
STEFFEN ELECTRO ART CO.
4405 W. North Avenue
Milwaukee 8, Wisc.
Hilltop 4-2715
America's Tape Recorder Specialists

EMPLOYMENT SERVICE

BROADCASTERS EXECUTIVE PLACEMENT SERVICE
CONFIDENTIAL CONTACT
NATIONWIDE SERVICE
HOWARD S. FRAZIER, INC.
724 FOURTEENTH STREET, N. W.
WASHINGTON 5, D. C.

WANTED TO BUY

Equipment

WANTED—750'-800' guyed tower

3 or 10 KW FM transmitter

3⅛-6⅛ transmission line

Cash waiting

WLNA—Peekskill, New York

INSTRUCTION

Technical Preparation

. . . . . for radio and television personnel

- The Master Course for FCC License preparation (Not a "cram" course).
- The Advanced Engineering Course for men already holding a ticket. A college-level program for those who cannot attend college.
- Carl E. Smith, Director

For descriptive brochure, write to:
Cleveland Institute Radio Electronics
4902 Euclid Avenue, Cleveland, Ohio

96% OF ALL GRADUATES OFFERED POSITIONS IN RADIO OR TV!
Courses in Announcing, Acting, Writing, Production. 1 year of intensive training. Founded in 1934. Professional teachers with national network background. Term starts September 26th.
NATIONAL ACADEMY OF BROADCASTING
3338 16th Street, N.W. Washington, D. C.
Dept. B

NO MATTER HOW

you look at it, a classified ad on this page is your best bet in getting top-flight personnel.

INTERNATIONAL

Canadian Bids Point To Radio-Tv Upsurge

The upsurge in radio listening and the development of new areas in Canada is reflected in the number of applications for new radio and television stations and power increases which will be heard by the board of governors of CBC Sept. 26 in Room 178 of the Department of Veterans Affairs Building at Ottawa, Ont. Included is the first Canadian application for a uhf television station at Kapuskasing, Ont.

Power increases for radio and television stations are numerous in applications for this 107th meeting of the CBC board. CKLC Kingston, Ont., is applying for an increase from 1 to 5 kw on 1380 kc. CKVL Verdun, Que. (Montreal suburb), is asking for a power boost from 10 to 50 kw on 850 kc. CHAB Moose Jaw, Sask., is applying for a boost from 5 to 10 kw on 800 kc.

Power boosts and frequency shifts are requested by a number of radio stations. CKBB Barrie, Ont., wants to up power from 250 w to 5 kw and move from 1230 to 950 kc. CJMT Chicoutimi, Que., is requesting a boost from 250 w to 1 kw and shift from 1450 to 1420 kc. CKTS Sherbrooke, Que., is asking for a boost from 250 w to 5 kw and frequency shift from 1240 to 630 kc. It also wants to change its transmitter site and operation to full French-language.

CJIC Sault Ste. Marie, Ont., requests move from 1490 to 1050 kc with 250 w power.

Applications will be heard for four new radio stations. Thomas C. Nash is applying for 1 kw on 730 kc at Blind River, Ont., site of major uranium mining development. CKSO Sudbury, Ont., is applying for a satellite station with 1 kw on 610 kc at Elliot Lake, Ont., new uranium mining townsite near Blind River. CKSO-TV Sudbury, has been granted a license for a tv satellite at Elliot Lake, on ch. 3.

Gordon W. Burnett has an application pending for a 500-w station on 1470 kc at Welland, Ont., industrial and shipping town near the Niagara border, and Geoffrey W. Stirling, president of CJON-AM-TV St. John's, Nfld., is applying for a 5-kw station on 980 kc at Montreal, Que.

Yorkton Television Co. Ltd., affiliated with CJGX Yorkton, Sask., is requesting a tv station license at Yorkton on ch. 3 with 5 kw video and 2.5 kw audio and antenna 529 feet above average terrain. CJCB-TV Sydney, N. S., is requesting a satellite tv operation at Inverness, N. S., on ch. 6 with 20 kw video and 10 kw audio and antenna 988 feet above average terrain. CFCL-TV Timmins, Ont., is applying for a tv satellite operation at Elk Lake, Ont., mining development, on ch. 12 with 3.52 kw video and 1.76 audio and antenna 462 feet above average terrain.

CFCL-TV Timmins, Ont., which recently received a license for a satellite tv operation at the pulp and paper town of Kapuskasing, Ont., is asking for a power increase from 24 w video and 17 w audio on ch. 3 to 44.1 w video and 22.05 w audio with antenna 303 feet high on ch. 170. This is the first application for a uhf operation in Canada. The area is isolated in northern Ontario. The Kapuskasing station is not yet in operation.

CKCO-TV Kitchener, Ont., wants to move up in power from 31.4 kw video and 16.9 kw audio to 100 kw video and 54.4 kw audio on ch. 13, with antenna at 928 feet above terrain.

These applications do not complete the busy day for the CBC board. CKVL-FM Verdun, Que., wants to move its transmitter site and increase height of its antenna from 74 to 479 feet above average terrain. CJCH Halifax, N. S., 5-kw station on 920 kc, wants to change its methods of operation. CHFI-FM Toronto, Ont., is applying for a change in corporate name, while three stations are applying for change in control. These are CJCH Halifax; CHEF Granby, Que., and CJQC Quebec City, Que. Eighteen radio and two tv stations have applied for the right to transfer some shares in their companies, the transfers not affecting control of operating companies.

McDonald Research Begins New Rating Survey System

A new time period rating survey system has been announced by McDonald Research Ltd., Toronto, to provide advertisers and agencies with continuity in the reporting of broadcast audience data. The surveys will be made in the 17 largest city areas in Canada, covering 40% of Canada's population, over 25% of all television households and almost 50% of all retail sales.

In announcing the new service, Clyde McDonald, till recently research director of the industry cooperative Bureau of Broadcast Measurement, Toronto, stated that the first survey will be made during the week of Oct. 2-8, the second in January and the third in April. Surveys will be made on a seven-day-log basis, on which trials have shown a return of close to 50%. Minimum samples will vary from 200 to 300 for each city.

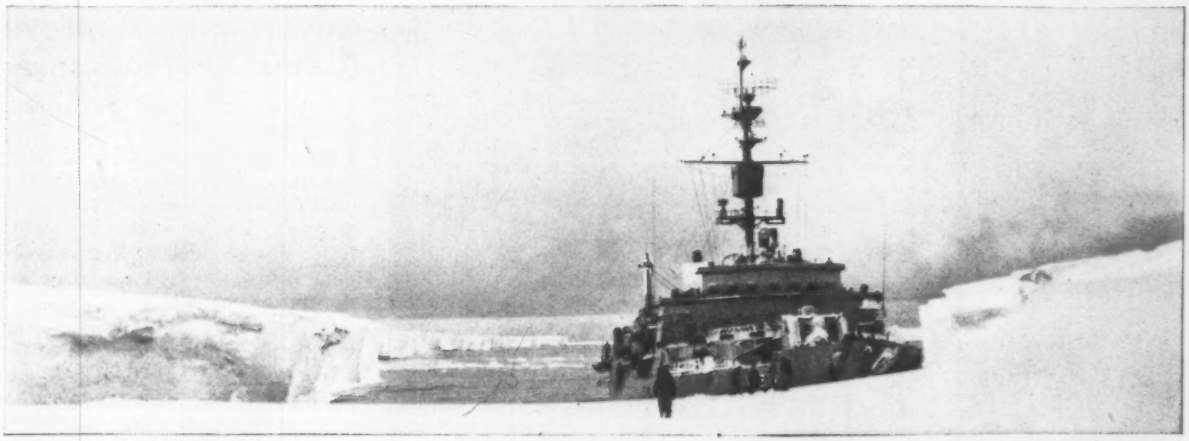
The information will be by half-hour periods, from 6 a.m. to midnight, with data available by quarter-hour periods if required by advertisers and major variations in audience being shown by quarter-hours for individual stations. There also will be a report on out-of-home audience by three-hour segments. The survey will show audience composition for each half-hour period and each station in the major city area. Duplicate audience and audience turnover also will be reported for each half-hour period, for the first time in Canada.

A pilot study was made in metropolitan Toronto area for the week July 17-23 and this report has been distributed widely to Canadian stations, advertisers and advertising agencies.

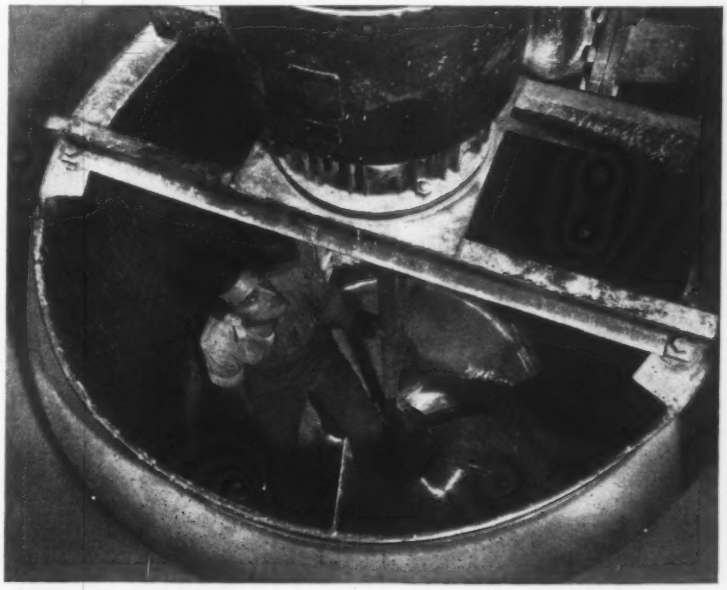
Union Asks Color Tv Work

To bolster Canada's television set manufacturing industry, the United Electrical Workers Union at Toronto, Ont., has asked the government to urge CBC to start work on color telecasting. The union reports half the 22 tv set manufacturers in Canada will close down production of tv sets in October because of falling sales. Workers at Canadian General Electric plants at Toronto

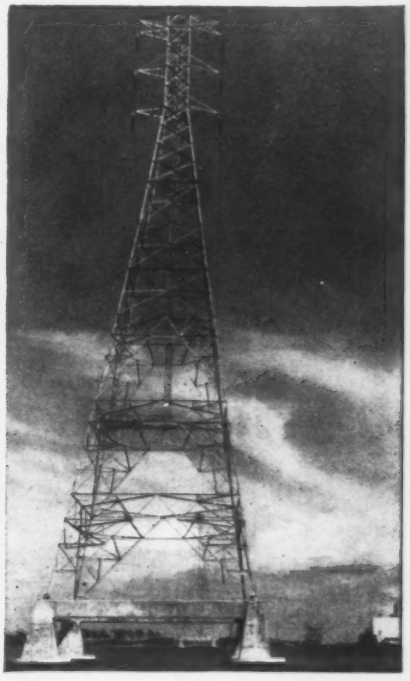
Only STEEL can do so many jobs so well



Operation Deep Freeze. Last year, to prepare Antarctic base sites for the present International Geophysical Year, U. S. Navy Task Force 43 made an almost complete circle around Antarctica. Lead vessel was the USS Glacier, powerful pride of the Navy's icebreaker fleet. In this startling picture, the Glacier pokes her tough steel nose into the desolate Atka Bay ice barrier so that scientists and Navy men can reconnoiter and plant the American flag.



The Finest Printing is Done on Clay. High-gloss papers (called enamel-coated) are covered with a thin coating of smooth, hard, lustrous clay to keep printing inks from being absorbed into the paper fibers. That clay is mixed in tanks like this one. Tanks are stainless steel because nothing else can withstand the grinding action of the clay and at the same time keep it pure and white. In fact, this stainless tank has lasted seven times as long as the previous non-stainless tank.



High Line At Low Cost. These gigantic electrical transmission towers are 198 feet high—because they must provide 100 feet of clearance for ships passing underneath in Old Tampa Bay, Florida. By using a special USS MAN-TEN High Strength Steel, 6½ tons were trimmed off the weight of each tower. The total money saving for four towers amounted to $7,200 . . . far more than the slight extra cost of the high strength steel. Another job well done with steel!

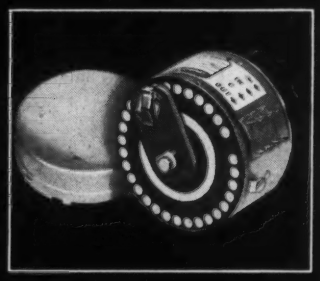
UNITED STATES STEEL

American Bridge . . . American Steel & Wire and Cyclone Fence . . . Columbia-Geneva Steel
Consolidated Western Steel . . . Gerrard Steel Strapping . . . National Tube . . . Oil Well Supply
Tennessee Coal & Iron . . . United States Steel Homes . . . United States Steel Products
United States Steel Supply . . . **Divisions of United States Steel Corporation, Pittsburgh**
Union Supply Company · United States Steel Export Company · Universal Atlas Cement Company

USS and MAN-TEN are registered trademarks of United States Steel

Watch the **United States Steel Hour** on TV every other Wednesday (10 p.m. Eastern time). 7-2229

EVERYTHING NEW
ATTENUATOR
DESIGN
HAS COME
FROM DAVEN



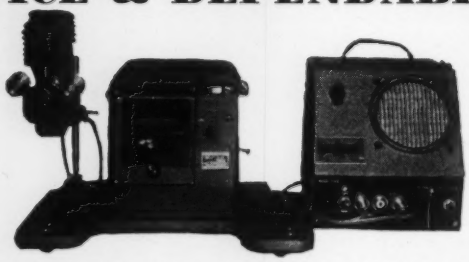
Write for the most complete catalog on attenuators in the world.

NOW CARRIED IN STOCK BY YOUR LOCAL JOBBER

THE DAVEN CO.
LIVINGSTON, NEW JERSEY

WORLD'S LARGEST MANUFACTURER OF ATTENUATORS

OUR EXPERIENCE IS YOUR KEY TO
SERVICE & DEPENDABILITY



CAMART DUAL SOUND READER

- 16mm or 35mm single and double system—optical or magnetic sound track.
- Synchronized to any picture viewer
- Right to left or left to right operation
- 16mm or 35mm Magnetic Model $185.00
- 16mm or 35mm Optical Model $195.00

ECCO FILM CLEANER

Ecco No. 1500 Speedroll Applicator—an efficient time-saving method for cleaning films $29.50

Ecco #1500 Cleaning Fluid, per gallon $9.60

Ecco #2000 Negative Cleaning Fluid, per gallon $6.50

the CAMERA MART inc.
1845 BROADWAY (at 60th St.) NEW YORK 23 • PLaza 7-6977 • Cable: Cameramart
at Columbus Circle next to New York's new Coliseum

have been advised that some 120 employes will be let out by mid-October. Manufacturers are reported to have stocks on hand for three months.

Government Approves Cuban Tv Transfers

Cuba's Ministry of Communications has approved acquisition of ch. 4 CMUR-TV Havana and associated vhf stations in Matanzas, Santa Clara and Camaguey by CMBF Cadena Nacional, S. A., it has been reported. The network, one of three in Cuba, was operated by Television Nacional until January, when the stations went dark because of commercial failure.

Also involved in the transfer were ch. 7 CMBF-TV Havana and CMBF Radio, owned by Circuito CMQ, S. A. Goar Mestre, who is president of the CMQ radio-tv station networks, and who also is involved in the new ownership of the former Television Nacional stations, announced the new operation, under which ch. 4 Havana and its three associated stations will be known as the CMBF-TV network.

Ch. 7 Havana now is being operated on a limited, noncommercial basis under the call letters CMBA-TV, having had its calls transferred to ch. 4. CMQ Circuito formerly operated an all-film service on ch. 7, along with its regular service on ch. 6 CMQ-TV.

Half of the stock of CMBF Cadena Nacional is held by Julian Lastra and Miguel Humara, RCA distributors for Cuba, with Jose I. de Montaner, publisher of *Informacion*, a newspaper. Alberto Vadia, Havana contractor, owns 25%, and the other 25% is owned by the Mestre brothers, Goar, Luis Augusto and Abel. The Mestres traded CMBF and CMBF-TV for their share. The CMQ Film Div., which for years has bought film for national distribution to all Cuban stations, has been absorbed by the new CMBF-TV network and will be known as CMBF-TV Div.

Alberto Hernandez Cata has joined the CMBF-TV network as general manager. For 15 years he was in charge of advertising in Cuba, Mexico and Brazil for Sterling Products International. U. S. sales representative for CMBF-TV stations is Latin American Networks Co., New York, according to an announcement by Caribbean Networks Inc., New York, which represented the stations during the transitional phase of management. Caribbean Networks represents the competitive CMQ network of stations.

Stations of the CMBF-TV network are, in addition to ch. 4 CMBF-TV Havana: ch. 13 Matanzas, ch. 3 Santa Clara and ch. 4 Camaguey. Three more stations are under construction and are expected to be on the air in the next three months. They are ch. 5 Santiago de Cuba, ch. 8 Holguin and ch. 2 Ciego de Avila.

The stations are interconnected by a series of 16 microwave relays, the system co-owned by the CMQ and CMBF-TV networks. The system, believed one of the

GATESWAY

Any way you measure it, the Gatesway is quality speech equipment all the way. Serviceability? An engineer's dream! Control function? Dollar for dollar it doubles the runner up! Performance? No short-cuts but the best in materials to guarantee lasting performance. Extras? Does any other console have inbuilt cue-intercom and front panel variable equalizer? And what usable extras! Acceptance? On the market 14 months and already over 200 in use. Price? So modest you'll agree only Gates could do it.

HOW TO MAKE A GOOD STATION BETTER

GATES PROVIDES TWO OF THE FINEST AUDIO CONSOLES EVER BUILT

GATES TV-10 TELEVISION CONSOLE

Fifteen months in development, the TV-10 ten channel speech input system is the newest in both the Gates line and the industry. Designed for large TV productions, versatility permits adaption to the smaller operation without complexity. This truly outstanding audio system could be described as the engineer's speech input console. You name it and TV-10 has it with a plus! A brochure brimming full of details is yours for the asking.

All Gates speech input systems are priced and supplied complete. Such items as tubes, relays and panel mountings are never extra accessories at added price but are included.

GATES RADIO COMPANY, Quincy, Ill., U.S.A.

MANUFACTURING ENGINEERS SINCE 1922

OFFICES — NEW YORK - WASHINGTON D. C. - LOS ANGELES - HOUSTON - ATLANTA

INTERNATIONAL DIV., 13 East 40th St., New York City — In Canada, CANADIAN MARCONI COMPANY

GATES

The Mark of Quality

ONE OF THE
FIRST 100 MARKETS
QUAD-CITIES
IOWA
DAVENPORT
EAST MOLINE
ROCK ISLAND
MOLINE
ILLINOIS
AS CLOSE TOGETHER AS THE BOROUGHS OF NEW YORK
WHBF
RADIO & TELEVISION
COMING!
Greatly Expanded TV Coverage from a New 1000 ft. Tower
CBS
REPRESENTED BY AVERY-KNODEL, INC.

"GEE! That's some rug cleaner!"

Commercials on WGN-TV have a way of getting results—because WGN-TV programming keeps folks wide-awake, interested—*and watching*. For proof, let our specialists fill you in on some surprising WGN-TV case histories and discuss your sales problems.

Put "GEE!" in your Chicago sales with WGN-TV Channel 9 Chicago

largest in the world outside of the U. S., accommodates two video channels, three audio program channels and 19 voice channels for communications.

Mr. Mestre's announcement also reported that the Cuban Ministry of Communications has issued a license for operation of ch. 12 Havana, which, when it goes on the air, will be the city's sixth tv station. Circuito CMQ probably will sell ch. 7 Havana, if a buyer willing to risk six-station competition can be found, Mr. Mestre indicated.

55% of Scotland's Homes Tune to First STV Program

A total of 101,000 homes, nearly 55% of the households in Scotland equipped to receive commercial tv transmissions, were tuned to the Aug. 31 inaugural program of Scottish Television Ltd. [B•T, Aug. 26]. A survey indicating this was conducted by Television Audience Measurements Inc. in conjunction with the start of Britain's sixth commercial tv outlet.

The opening show originated from Glasgow's Royal Theatre, headquarters for STV, and included addresses by top government officials, STV Chairman Roy Thomson and Sir Kenneth Clark, chairman for Independent Television Authority. The occasion marked the final appearance of Sir Kenneth as ITV chairman. His term was to have expired Aug. 1, but he stayed in office an extra month to participate in the STV opening. No successor has been indicated by Great Britain's Postmaster-General.

Canadian Agency Tv Billings Increase $10 Million in 1956

Canadian television advertising last year placed through advertising agencies amounted to $33.5 million, up from $23.6 million in 1955, according to a report placed through Canadian agencies and released by the government's Dominion Bureau of Statistics, Ottawa.

Radio advertising placed through agencies dropped slightly to about $20 million. The report showed that television made the greatest gain in billings of agencies.

Of the total of $201.8 million in billings last year by agencies, 11 agencies doing over $5 million each accounted for $123 million. In the group of nine agencies with billings between $2.5 million and $5 million total billings amounted to $34.8 million. There were 110 agencies in operation last year, almost double the number of a decade ago.

CBC Symphony to Go Abroad

The tour of the CBC symphony orchestra now is being planned for August next year. CBC has received three invitations for its orchestra to take part in concerts during the latter part of August and early September 1958 from the Edinburgh International Festival, the London Promenade Concert series, and the Brussels International Exposition. CBC expects that its orchestra also will obtain dates to play in a number of other European cities.

ABROAD IN BRIEF

EQUAL TIME ON RHINE: A German administrative court two weeks before yesterday's (Sunday) elections said that all political parties were to be allowed equal radio time for campaign broadcasts. The decision applies to all parties, however small.

CZECH SETS: The tv set count in Czechoslovakia on June 1 was 113,714, according to a government release. At the same time it was reported that there are plans to complete a tv relay line between Prague and Warsaw next year and that Prague will be linked to Moscow tv by 1960 through a Warsaw-Moscow line now under construction.

GERMAN COUNT: Registered tv sets in West Germany reached 924,198 by Aug. 1, but the actual figure is much higher, observers say, because of a large number of sets that have not been registered for licenses. Radios in West Germany totaled 14,156,750 on Aug. 1.

BAVARIAN RATES: Sample advertising rates on Bavarian Radio's daily commercial television show were reported as $430 (1,800 deutschmarks) for 30 seconds, according to a survey published in Zurich, Switzerland. The Munich station is one of three in Germany to allocate a small portion of otherwise sustaining schedules to commercial shows.

Most advertisers run 30-second film commercials, paying $500-1,000 for production, it was reported. Registered tv sets reached by Bavarian Radio are in excess of 70,000, with average number of persons per set put at 2.6. Bavarian Radio's tv cost-per-thousand is said to compare unfavorably with rates in other European countries, but the Bavarain figure is declining with a steady rise in the set total.

PRICE OF PRIVATE ENTERPRISE: The West German Study Assn. for Radio & Television Advertising, powerful group which is pressing for private commercial broadcasting, has announced it is investigating how much money industrial companies and newspaper publishers are willing to spend to establish private stations. (All German broadcasting is on a semi-official basis at present.) When it has collected the information, the association has said, it will publish a memorandum giving details. The association is made up of the German Newspaper Publishers Assn., German Industries Federation (heavy industries and other important groups), Assn. of German Brand Articles Manufacturers (national advertisers), ADW and GWA, two advertising agency associations. A bill to authorize private broadcasting was introduced at this session of the Bonn legislature [B•T, Sept. 2].

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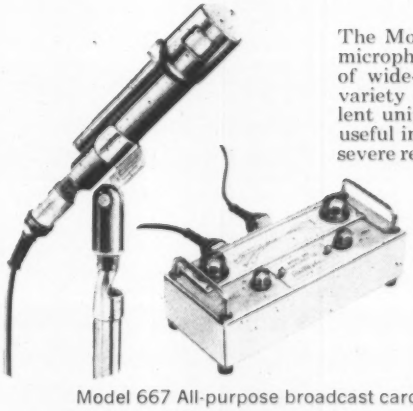

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EASTMAN ON NETWORK RADIO: IT HAS TO BE LIVE TO LIVE

One of the most daring departures undertaken in network radio in recent years was the American Broadcasting Network's decision to switch to all-live, personality-and-music programming. In this tape-recorded interview with B•T, ABN President Robert E. Eastman, the man responsible for the change, details the reasoning behind the move, describes other features of the network's "new look," outlines plans and objectives, and gives his views on what it all means for advertisers and for affiliates.

Q: You've done something that a lot of people think is rather daring in deciding to switch over to all-live programming in network radio. How did you reach that decision and how did you justify it?

A: Well, to get the background, I had been in the spot business for some time and have seen the other side of the coin, and have a keen appreciation for the value in good local programming, personalities, phonograph records and news on the hour. This is an important part of radio broadcasting today. When approached by American Broadcasting on the possibility of working with the radio network I wondered what could be done in the overall broadcasting picture that would permit it to stand out and not only to survive—I wasn't interested in something that would just survive—but grow and prosper. The more I thought about it, the more I developed a concept which hinged around live programming, live musical programming mostly. The basic ingredient was, to a certain extent, lifting a leaf out of my spot experience, knowing that we could attract the best personalities in the country for the radio network, and also knowing the success of Don McNeill as a personality on the *Breakfast Club* and the fact we could build from that hour live shows that would have long range value. The fundamental concept is programming in relation to what people are doing. The daytime hours we are going to program are from 9 to 11 and 1 to 3 where we're talking primarily to housewives, and the housewife today is a busy person. She doesn't have the time to sit down and read a book or a newspaper or look at television to any great extent —and the figures prove this—but she does have time to keep the radio turned on, and she does have it turned on in bedrooms, kitchens and the automobile when she goes out to shop. The result is that a certain type of radio broadcasting can stay with her. Now we know she wants music mostly, and she wants currently popular music.

We are going to give her currently popular music, which will be arranged for our live talent and worked out so that it has a basic appeal to her. Also she likes personalities. She wants someone to talk to her. She's alone during the day. The children are away at school. Her husband's away at work. So this was a concept that developed with a programming type that was distinctive, that was exclusive. This programming serves another good purpose in that our stations around the country have in their markets a programming that is exactly their own. There won't be any duplication of it in their markets. I have been on the other side of the fence and have seen the independent operation. I realize the independent stations must do about the same thing. They have to have the top 40 or the top 50 or the top 30, whatever they play. They have to have their news on the hour or five minutes ahead of the hour, half-past the hour, whichever it may be. The thing is they all do it about the same. This doesn't start that way, but after it goes for awhile, it winds up that way.

Q: What you're saying then is that you've taken local stations' programming and put it on the network.

A: Well, not exactly, because ours will be all live. We won't play any phonograph records at all. It will be all-live programming.

Q: Live programming from 9 in the morning to 3 in the afternoon?

A: Well, the hours we'll program will be 9-11 in the morning and 1-3 in the afternoon, and 7-9 at night.

Q: Is that much change from what you currently program?

A: Yes, it is.

Q: What are you currently programming? What hours?

A: It's a wide variety of things, the *Breakfast Club,* a disc jockey show in the afternoon, the mystery programs in the early evening, and news at scattered times: sometimes news five minutes ahead of the hour, sometimes it's on the hour, sometimes at 25 minutes after. In other words, there hasn't been a consistent format such as in a magazine. Look at your own book, BROADCASTING. You have a format in the book that you follow consistently. And what we need is a format that we program to consistently and which relates itself effectively to what the stations are programming, too.

Q: I want to go back to our original question. How are you going to justify the cost of live programming?

A: We can't afford not to justify the cost of live programming. Network radio has to have a vitality in it that will provide a degree of difference in programming, something that provides showmanship and salesmanship in it. And the personalities we're seeking out have that.

Q: How much more money, basically, are you going to put into programming under this new format than in your "hodge-podge" that has been going on?

A: I'd rather not say specifically in dollars. Let me put it this way: We are not going to sacrifice quality for price at any time.

Q: Well, if you can't give it to us in dollars, give it to us in percentage. Is there a 50% increase in overhead?

A: Total overhead will be increased at least 50%, yes.

Q: What's your average show cost now?

A: There isn't any basis on which we can compute an average, because we don't have enough shows or enough similar type shows to be able to compute an average.

Q: *Don McNeill's Breakfast Club* is similar in type to the other shows planned. That will sort of be your take-off show. Am I right?

A: That's right. At nine o'clock.

Q: All right. *Don McNeill* is a live show with live music. What does a show like that cost now for production?

A: Well, that's a trade secret, I would say. I really don't think I should mention that. Let me get back to the original question as to the reasons behind the live programming and the significance of it. I was building to a point, and I didn't finish it.

We've seen this in market after market as stations go independent. Let's say you have five independents in a given city. They'll all attain a certain sameness. They'll all be playing "White Sport Coat and a Pink Carnation" or "Love Letters in the Sand," and the same tunes. One will do it a little better than the others. And when one does it better than the others, then his ratings go up. Then the others recognize his tricks and they do the same kind of tricks and it may be that their ratings go up. And so develops a jockeying for position.

Now, according to Nielsen, the total share of audience of the network stations is bigger than that of all independents added together. Our plot is that we're not only going to retain our share of the network audience. We will increase it by doing a better long-range job of programming with carefully produced live shows. We'll also take a slice out of the independents' share through teamwork with our stations, improving their local programming, coordinating our network programming, so that we will wind up with the biggest share of audience of any one of the networks. That's part of the plan.

Q: Could we develop this phase of cooperation with the affiliated stations in coordinating programming?

A: You mean what we plan to do along those lines? We have hired Dale Moudy as director of station services. We have John Pearson. John was with WHB in Kansas City and a top personality on the air there and then he came with the Katz Agency, to work with their stations on local programming. John will be a program executive on local programming. We've hired Art Carlson. Art is our research man. He'll have all the local services, the Pulse, the Hooper, the Nielsen, etc. And he will study the local research and come up with ideas for improving the station's research approach. We will also add one more man, and that will be an exploitation man, who will work on all the different exploitation ideas that can be employed to increase local audience. These four men will work under Ed DeGray in the stations department.

These four men will work with stations on their local programming. Now, we know local programming better than anybody in the network business. We know what the station problems are. We have a track record with many fine stations around the country of having been able to work with them on local programming and substantially increase their audience, and in many major competitive markets, put them in first place. So we know how to do it. The important point is, we'll be better equipped to do it because we'll have the manpower in the station service operation that can listen critically to tapes, inspect the stations' engineering, inspect exploitation and promotion and even help in matters such as traffic, accounting and sales.

These men will work with the stations and will increase their audience. Our new programs will help pull up their local shows, too. There are thousands of details involved in this thing, each one of which we could talk about some time.

Q: When is the starting date for all your live programming?

A: It won't start all at once. The *Herb Oscar Anderson Show,* from 10 to 11, started Sept. 2, The *Jimmy Reeves Show* will start Oct. 7—you know, "Four Walls" Jimmy Reeves. Jimmy Reeves has a wonderful personality and style. His show will include the Owen Bradley Orchestra, Anita Kerr Singers, and will originate from Nashville, 1 to 2 p.m., Monday through Friday. We'll have guests like Marty Robbins, Ferlin Husky, the Everly Brothers, etc. Set for a 2-3 p.m., Oct. 7 start, is the *Jim Backus Show,* with a fine orchestra, Del Sharbut, Betty Johnson and Jack Haskell. Also starting Oct. 7 as a one-hour night strip is the *Merv Griffin Show,* with the Jerry Bressler orchestra and Ronda Hall.

Q: What is the basic appeal of these shows?

A: This is the showmanship-salesmanship concept—because we're going to have Don McNeill, Herb Oscar Anderson, Jimmy Reeves, Jim Backus, Merv Griffin and Mr. X as salesmen. These are personalities. Radio has become a personality type of medium. These are men who have that extra appeal. They have presence. This is difficult to get across so that people will understand it. But Billy Graham has presence. When they speak, people listen.

Q: Have you got any of these sold?

A: No. We're going to sell them all on a program unit basis.

'Whatever you charge . . . the value has to be there'

Q: Five-minute segments?

A: Correct. We have some business sold already on the *Herb Oscar Anderson Show*. But actually, we haven't tried to sell very much. We've really been turning business down, because our product isn't ready yet. However, we haven't done this purely from an altruistic point of view. We figure we can build up a backlog of pressure and when we go in and hit, we're going to have something awfully good to hit with.

Q: From the descriptions of the hours you are programming, you have nothing in it about news or special events shows. It looks to me as if it's just personalities and music. Is that right?

A: Well, so far. We haven't got to the news yet.

Q: You have no news, no special events . . .

A: We have plans for the news, yes.

Q: Could you tell us about some of them?

A: Our broad overall plan on the news, and this has not yet been worked out, is that we will program an integrated combination of hard news every hour throughout the day, starting probably at eight o'clock in the morning and going through to maybe eleven o'clock at night.

Q: Five minutes of news?

A: Five minutes of news, yes. It really will be 3½ minutes. We will complement that on the half-hour with 3½ minutes of commentary. Now, there's nothing unique about this, particularly. The thing that's going to make it significant is the execution. As a matter of fact, there's nothing unique about an hour musical program. It's the execution. It's the details, the little details, thousands of them, that make it important.

Q: Does that mean you're going to hire some people on your news staff?

A: We may. If there's somebody we think is highly desirable who can make a better news broadcast for us, why, we will certainly approach him.

Q: What new sales plans do you contemplate when the new programming is under way?

A: We have created the All-American Big 10 Plan. This is a national exposure plan based on 10 program units of five minutes' duration, each within the body of American musical personality programs.

We also are instituting a Duo-Plan which will combine, at a discount, on the following basis: morning plus evening, morning plus afternoon or afternoon plus evening.

In other words, an advertiser who buys both a morning and afternoon or any of the above combinations will receive a better discount, in addition to greater exposure, than if he were to buy two in just the morning alone.

The American Triple-Threat Plan is the same general idea as the Duo-Plan except that it provides a discount for the combination of morning, afternoon and evening. Again, in addition to a discount, the advertiser has the advantage of triple exposure and the salesmanship of three different personalities.

Q: From an advertiser's point of view, should he want to advertise five minutes on any one of these musical programs, is there going to be the usual 13-week type contract? Or will he be able to make short-term buys?

A: We will permit short-term buys, yes. We prefer long-term buys, and we're going to sell toward long-term buys. We will develop certain advantages to the advertiser in buying long-term.

Q: Would you like to tell us more about that?

A: Well, for example, we're working on a product exclusivity policy where regardless of length of time we will not accept more than one product of a type within one of our personality programs. This gives integrity to the salesmanship of the individual running the show. We don't believe that Herb Oscar Anderson could sell two different brands of soap and still have conviction and believability as far as his listeners go.

Q: That's within an hour period?

A: Within the hour. We'll protect for the full hour for the advertiser. Now, there's certain minimum scheduling, and we must put a minimum buy requirement on this. We also will protect for 60 days after the advertiser goes off. Of course, we hope he never goes off. But there is such a thing as turnover and change, and as a schedule expires, we will protect for 60 days beyond that period. We will not permit a competitive product to come in, because we believe that if a competitor were allowed to come in, it would destroy some of the investment the advertiser had made in that show.

Q: How about a 52-week buy? Would an advertiser get a discount?

A: An incentive? We've been discussing it. We haven't arrived at any decision on it yet.

Q: Approximately what will a program unit cost?

A: Our highest open rate currently on a program unit is $1,500 on the *Breakfast Club*, which is a very cheap rate.

Q: $1,500 for what?

A: One program unit, one time.

Q: Is that a one-minute segment? What do you mean by unit?

A: Program unit, five minutes.

Q: Do you plan at first to peg your rates on the same basis as the current ones?

A: Yes. We will not change the rate card at the present time.

Q: An advertiser can, on any one of your shows, for $1,500, I assume, get a five-minute segment.

A: I'll tell you what we're thinking about. This we haven't yet arrived at, and we're thinking that nine to eleven is probably A time, that one to three might qualify as B time and seven to nine probably as C time. That's just very rough, and of course pricing would follow that to a certain degree. The way I look at pricing, and I know my associates agree with me on this, is that whatever you charge for the product, the value has to be there. But we're going to do everything we possibly can to improve the value of our product, and we're currently doing that. Naturally, the price will go up in relation to the value in the same way as when the circulation of a magazine goes up, it gets a better page rate.

Q: Are all these plans that you've discussed with us so far weekday programming?

A: Yes, Monday through Friday.

Q: What happens on the weekend?

A: We haven't tackled that problem yet.

Q: Will you have live programming on the weekends?

A: Yes, everything we're going to do is going to be live programming. There's one thing we have done as far as the weekend goes. We are employing Johnny Pearson. Johnny is going to do a Saturday morning show. Saturday afternoon we have the Metropolitan Opera, and Sunday is primarily commercial religion. So there we are.

Q: How about Sunday evening time at the present?

A: We have to change some basic things first before we can do anything with the weekend, and Sunday evening.

Q: You have the Herb Oscar Anderson program set, the Jimmy Reeves, the Jim Backus and Merv Griffin. That leaves two other hours. Is that right?

A: No, we have *Breakfast Club* and Herb Oscar Anderson in the morning, Jimmy Reeves and Jim Backus in the afternoon, Merv Griffin and "to be announced" at night.

Q: Do you know when you will have all of those on the air?

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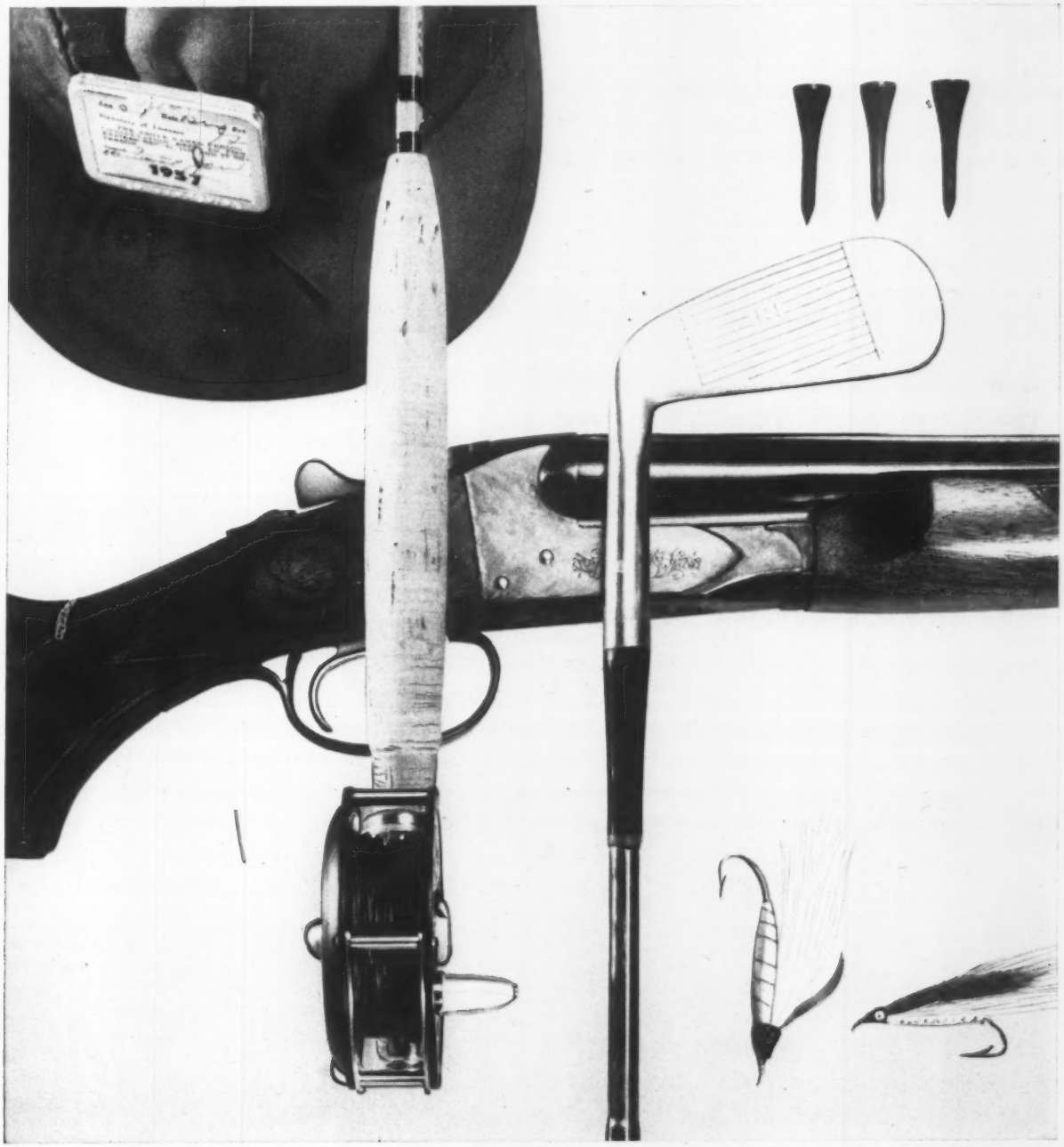

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A: I would think that we should have it pretty well set by Oct. 7 the way we're going right now.

Q: You will then be programming Monday through Friday about six hours a day?

A: Plus news. And, you see, we'll have, well, probably all together two hours of news. So we'll be programming about eight hours.

Q: How many hours roughly are you currently programming Monday through Friday?

A: I've never added it up. We've been too busy looking forward to pay very much attention to the present situation.

Q: You have been programming something, though, off and on throughout the day up until about midnight, haven't you?

A: That's right.

Q: About 12 hours a day.

A: About 12 hours and most of it we shouldn't be programming. I mean things like disc jockey shows fed to the network. The network should not do this. Stations can provide their own disc jockey shows just as well.

Q: You said that one of your live programs, I forget just which one, would be originated at Nashville. Are all the other originations going to be at New York?

A: Probably all the rest from New York except the *Breakfast Club*, which, as you know, comes out of Chicago.

Q: In types of music what will these programs be? Popular music? Rock and roll in there, too?

A: No. All of the music that's played or sung on the shows is going to be currently popular. This is what people want to hear, and this is what we're going to give them. The arranging of this music has to be in the modern style. And the music will be primarily of a romantic nature. It is going to include very few instrumentals, no more than probably two in any hour's show, and those instrumentals that are used will never exceed 1½ minutes in length. We'll keep them down short. Because it's vocals and group singing that represent most of the popular music today. All of the music should have a definite and somewhat similar beat. In our concept, we've got a housewife. She is working, and she's moving around in her house doing chores, and she's on the go. So sleepy music isn't going to fit her pace and her tempo.

We're going to seek out a certain sameness in the quality of our music, so that it is always recognizable by the listener, and we should achieve this sameness and in the process, put no value whatsoever on variety. Variety is an old-fashioned concept in radio. Listeners want sameness. They want it to be recognizable. We're going to meticulously avoid anything which smacks of showing off the band, hot licks, drum rolls, jazz, rock and roll, except for an occassional brief novelty touch. The melody must be practically always most apparent, never obscured by the arrangement.

And the preparations of arrangements always follow listening by the arranger to the popular recording to determine the primary melodic, rhythmic or instrumentation factors responsible for the song's popularity. We aren't going to try to get too far afield from what's popular except that we're going to have an exclusive characteristic in the live elements. You might very well say, what's the difference between this and a phonograph record? The thing that's different from a phonograph record is that this will have spontaneity. It will have sparkle, presence, happening right at this particular moment. This may be a difficult value to appreciate, but it's very real.

Q: How much of a musical staff are you going to have?

A: Very large.

Q: And these will be staff people, I assume.

A: For our New York origination shows we currently have a 65-man staff band, and I'm sure we'll be using more than 65 people in the production of four hour length shows.

Q: Haven't you had a message of congratulation and thanks from Jimmy Petrillo?

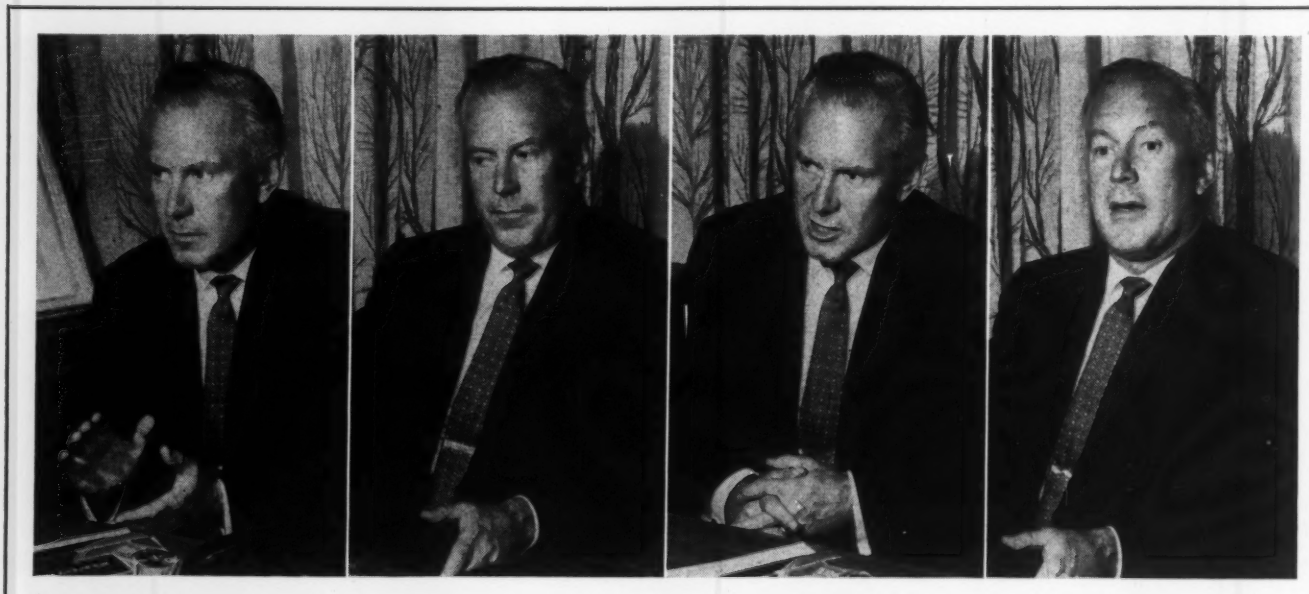
A: We have received some fine letters from several executives of the AFM.

Q: Are you going to suggest to your stations that they program similarly, according to this policy?

A: No, not necessarily. This type of programming, except in rare instances, is not too practical at the local station level. I mean they can't afford to spend what it costs to put on such a show.

Q: Oh, I didn't mean live shows, but I meant so far as the type of music they put on.

A: Yes. There's a definite pace to good local programming. And very definite ingredients in good local programming. When we take the air from a local station after they've completed a block of their programming, we will maintain that pace. We aren't going to



"We can't afford not to justify the cost of live programming. Network radio has to have a vitality in it. . . .

"Network must develop a product of quality and sell . . . at a price that will permit stations to make some money.

"We are basing plans, expenditures and projections on the fact that what we're doing is of long range value.

"We feel very strongly that talent and people in radio have to be dedicated and have to believe in it."

The busiest "street" in town!

That's Mickey Hauch of Western Electric you see in this Bell telephone central office in Oklahoma City. When he and his co-workers finish installing dial switching equipment made in our factories this "street" will become a bustling communication thoroughfare...as the community gets more dial telephone service.

Mickey is a member of our 27,000-man installation organization which this year will complete some 43,500 separate jobs in over 7,000 cities and towns across the nation... making additions, modifying equipment, changing manual switching equipment to dial central office service.

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let them down. And likewise when we go off with one of our program features, we don't expect that the local stations will let us down. They will maintain the tempo and pace that fits what people want to hear.

Q: In other words, what I meant is that you wouldn't expect an ABC affiliate to suddenly come on with rock and roll right after the network goes off. You're preventing that?

A: There's no way of preventing it. But in the interest of good programming, as we work constantly with them, we would undoubtedly recommend against it, and if we could give them good, logical reasons why that isn't good programming, I feel sure they'd go along with us. I don't mean to disparage rock and roll. There's a place in broadcasting for practically all types of music, and, although I think that rock and roll is beginning to fall somewhat into disfavor —generally speaking it doesn't have the popularity it had a year ago—probably in the late afternoon, when you have more of a teenage audience available, there would be reason for a station to play more of the faster, more rhythmic rock and roll type of music.

Q: You're going to have a letter going out to your affiliates approximately every week regarding music policy of the network and so on. Could you tell us something about that?

A: We want to keep in touch with them, keep them advised of what we're doing. It's not necessarily a letter every week. But perhaps more often if there's more to tell them, or less often if there's less to pass along.

Q: I meant this project of sending to the stations weekly what the network is going to program during the week. That's what I meant.

A: Oh. You mean advising them of musical content. We will be advising them regularly on what the music is going to be within our network shows, because a well operated station should have a music policy. They should have a music formula that they follow throughout the day. And there should be a relationship between what the network feeds out and what the station plays at the local level. And to my knowledge no network has ever done this before.

Q: What kind of station lineup can you guarantee an advertiser?

A: The only station lineup that we can guarantee an advertiser —I'm talking long-range—is the lineup of stations that recognize value in our product and they want to have it on the air. And I mean that sincerely.

Q: You can't tell us the number of stations that feel that way?

A: I have no idea. I can tell you that many of those that have heard our programs and know what we're doing have been very enthusiastic about the whole approach. I'm talking about some real pros in the business that know programming and I think I can say this without prejudice: the sharper operators that know the most about programming by and large are the ones that are most enthusiastic about the approach.

Q: Do you think you can offer an advertiser at least the 60 top markets?

A: What we're doing is right for the long range and that means that eventually we will be able to deliver an advertiser 100% clearance. As stations better understand our objectives and the long-range values in it, they will voluntarily clear 100%, and there won't be any clearance problem. The values will be there for the stations, and, therefore, the clearance will be there for the advertiser. The two go hand in hand.

Q: Let's get this other one out on the table. As we have discussed, there have been reports that you had in mind a reduction in the network alignment to possibly as few as 60 stations, which are supposed to be top market stations. Would you tell us for the record what you do or do not have in mind in that regard?

A: Well, I do not have in mind any drastic reductions of the network. Naturally, the most important part of any network is the major markets. We can't afford to be out of Los Angeles or Pittsburgh or Boston. So this is where the prime consideration exists. Now, this is a problem that involves network broadcasting, which, has not been given enough serious consideration in the past. The problems of smaller stations in smaller markets are different from the problems of big stations in major markets. Their competition is different. If you have a market like Pittsburgh, for example, where you have seven am stations in competition and three vhf television stations, it's a good deal different from a city where maybe there's just a couple of stations, and so, the programming that holds in Pittsburgh is different from the programming that will hold up on the local level. There are still many stations in smaller markets that feel that the single half-hour program is a real value, you know, because they don't have competition yet and they still have the listenership on these isolated half-hour programs.

But as you have the impact of more competition in radio and in television, people listen to radio generically. They snap it on and listen to the radio and they have a certain station that they like to hear, but they don't typically sit down and figure out what they're going to listen to Tuesday night. Now this may still happen in some small towns, and I believe it still does around the country, but it certainly doesn't happen to any marked extent in your big cities. So we cannot be to a complete degree all things to all people, and we have to think in our programming mostly of major market problems. Now this does not mean, to answer the question more directly, that we have any plan of reducing the network or eliminating smaller market stations. But in all sincerity we cannot program as effectively for them as for the major markets.

Q: How many affiliates do you have now?

A: About 315.

Q: Do you expect that, say a year from now, you will have 315 insofar as your own action is concerned?

A: Yes.

Q: How many of the 315 are large market stations, top market stations, would you estimate?

A: Well, I'd say 100 in the top 100 markets.

Q: You don't, as I understand it, have any plan to cut back, deliberately cut back, that 315.

A: No.

Q: But if you lose an affiliate in some lesser market, you wouldn't necessarily break your neck to replace it.

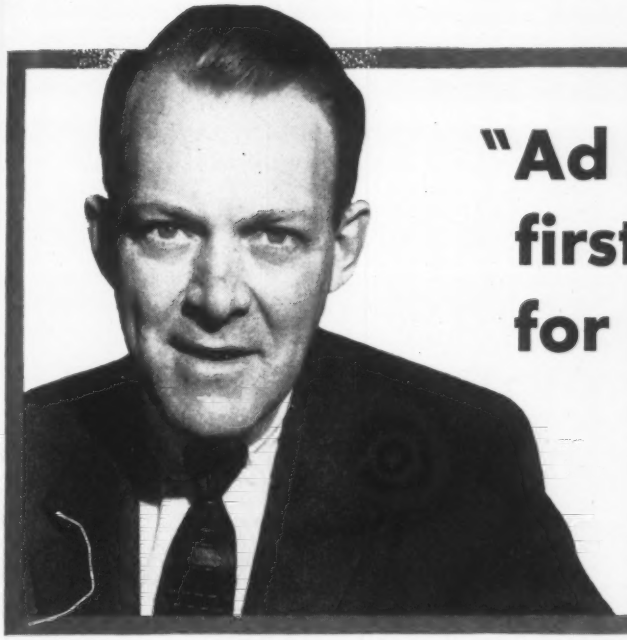
A: Possibly.

Q: This is a new subject. Have you, as you've proceeded with this new plan, offered it to any of the agencies and had any reaction?

A: Yes, we have discussed it with certain top agency and client people and we've had a very interesting reaction from them. They are interested and they realize the value of strong personalities and what they can do saleswise. For example, a lot of people have said, "You're out of your mind for dropping the soap operas. They have high ratings." But nobody was buying them, because they lacked the personality appeal, the personality touch. And on the other hand, the *Breakfast Club* is virtually sold out, because it's Don McNeill. It's warm. It's human. It's alive. The soap operas don't have that same kind of appeal.

Q: Are you planning to offer tie-ins with advertisers, too, on the personalities, such as merchandising, box tops, that kind of thing?

A: No, we haven't any thoughts along those lines at the present time. We're thinking of the personalities as being an on-the-air sales force. Today one of the biggest problems that manufacturers have is hiring good salesmen. And this is one reason why advertising becomes increasingly important and why more and more dollars



"Ad Age is the first order of business for me on Monday."

says **ROBERT S. WHEELER**
National Advertising and Sales Promotion Manager
Boyle-Midway Inc.

"In Ad Age I find everything of interest in advertising and marketing while it is still news. Every advertiser is a competitor for time, space and audiences. Ad Age at least keeps me equally informed with my competitors as to what's going on with all advertisers, media and the people who make this business so interesting."

ROBERT S. WHEELER

Mr. Wheeler joined Boyle-Midway Inc. (household products division of American Home Products Corp.) early in 1950 as sales promotion manager. Later that year he took on added duties as advertising manager. Since then, Boyle-Midway's advertising budget has been tripled for the promotion of Aerowax, Aero Shave, Wizard deodorizers, Black Flag insecticides, Easy-Off Oven Cleaner, Sani-Flush, Griffin shoe polishes, 3-In-One Oil, Plastic Wood and the Antrol line of garden insecticides, the nationally advertised brands for which Mr. Wheeler is responsible.

Before assuming his present position, Mr. Wheeler was advertising and sales promotion manager for Wilbert Products Co., Inc. for thirteen years. This busy executive says he enjoys golf and boating, but most of his leisure time is spent with his family.

1 Year (52 issues) $3

Ad Age is the first order of business on Monday for most of the advertising executives who are important to you. At the start of each fast-paced marketing week, not only those who *activate* but those who *influence* major broadcast decisions turn to Ad Age for the news, trends and developments upon which such decisions are based.

Boyle-Midway Inc., for example, and its sister divisions in the American Home Products Corp., Whitehall Pharmacal Co. and American Home Foods, rely heavily on broadcast to help market the hundreds of household, drug, cosmetic and food products they manufacture. In the American Home Products 1956 advertising budget, more than $17,000,000* was allocated for network and spot tv.

Every week, 3 paid-subscription copies of Ad Age bring "everything of interest in advertising and marketing" to Boyle-Midway advertising executives. Further, *766 paid-subscription copies blanket the agencies handling B-M accounts,* Geyer Advertising, Inc., Young and Rubican, Inc., and J. Walter Thompson Co.

Add to this AA's more than 39,000 paid circulation, its tremendous penetration of advertising with a weekly paid circulation currently reaching over 11,000 agency people alone, its intense readership by top executives in national advertising companies, its unmatched total readership of over 145,000—and you'll recognize in Advertising Age a most influential medium for swinging broadcast decisions your way.

**Advertising Age's Profiles of 100 Leading National Advertisers, August 19, 1957.*

important to important people

200 EAST ILLINOIS STREET • CHICAGO 11, ILLINOIS
480 LEXINGTON AVENUE • NEW YORK 17, NEW YORK

ABOUT THAT DECISION ON NIELSEN

Q: What is the significance of American Broadcasting's decision to drop Nielsen—what led you to the decision?

A: Our great medium, because of its extensiveness with 138 million sets, is, of necessity, short-changed by all research. Our new programming with its live, popular music foundation, is geared to an active on-the-go kind of a population. This is *multiaccess* programming produced to reach people in a variety of places: in the kitchen, in the bedroom, in the workshop, in the automobile, in places of business, on the beach, etc. Our programming also is slated to be *ambiactive:* it is compatible to other activities, washing the dishes, making the beds, driving the car, or in the factory or barbershop.

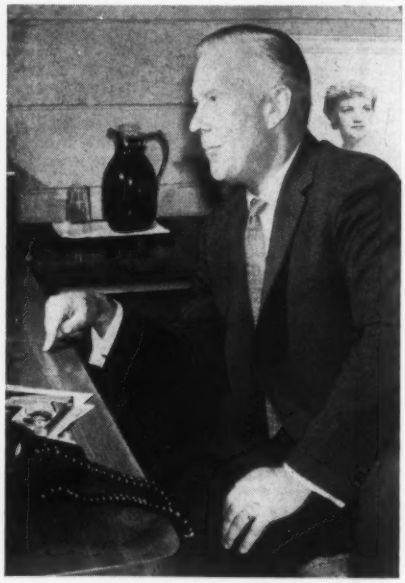
When a researcher finds a method to adequately measure the true value of our product at a relatively reasonable cost, we will support it enthusiastically.

Q: What research, if any, will you substitute for the Nielsen service?

A: We will subscribe to a national Pulse survey. Each monthly survey will be based on 10,000 personal interviews in 26 major markets and will measure *total listening* in-home and out-of-home, regardless of where the out-of-home occurs. We also will utilize frequent major market coincidental surveys for management use to determine program acceptance and growth.

Q: In what ways do you think this other research will be superior to what you had been getting from Nielsen?

A: We do not necessarily contend that this research is superior to Nielsen in any fashion. However, it is more in keeping with our current needs. We have reason to believe that the A. C. Nielsen Co. is seeking out ways and means of measuring the total radio audience more effectively, and when they have found the answer, they know they can count on our wholehearted support.



go into advertising, also why the heads of many companies are grounded in advertising in their experience. We can go to an advertiser and say, "Here's an actual sales force. You can't hire enough people to go out and ring doorbells for you, or to go out and see all of your dealers or distributors. But we can ring a million effectively at one time through Don McNeill. And Herb Oscar Anderson. He'll ring another million. These are people that can make sales calls for you."

This is automation in selling, which is far more important, I think, than the merchandising aspects. Now, if an advertiser wants to have life-sized cutouts of Merv Griffin and Don McNeill and Herb Oscar Anderson and put them at point of sale and tie it in, that's fine. We do not have any specific merchandising plans at the present time, because we think our primary job is to build good advertising, effective shows that people will listen to. The personalities will sell the listeners for the advertiser. The next step is merchandising.

Q: How about promotion to the public of your new type programming?

A: What we do as far as promotion to the public is concerned, will be done primarily on the air. We have Ginger Johnson and Eric Siday, who are working with us on the preparation of jingles. We will provide all of our affiliated stations with copies of jingles on the network programs. Also on our network programs, we've worked out a device whereby we will have our network personality plug the upcoming local show. This will be a cross promotion, which is good radio. We'll do a very extensive trade advertising campaign, using double spreads in all of the major trade papers for an extended period of time on the new shows. We believe in advertising.

Q: I believe you have sort of steered clear of any television connotations in most everything you have done over here. You do have a policy of not hiring talent which has been predominantly associated with television. Is that right?

A: That is correct.

Q: And you have done away with simulcasts.

A: Correct.

Q: Can it be carried any farther than that? Do you want to tell us the reasons why?

A: We feel very strongly that talent in radio and people in radio have to be dedicated, and they have to believe in it. I don't think you'd want anybody on your staff that was also dabbling around on the staff of *Variety* at the same time. I mean they're either working for BROADCASTING or they're not working for BROADCASTING. We feel the same way. We want our talent to be dedicated to radio 24 hours a day, to think it, eat it and breathe it, sleep it, as we are doing. We don't ask any more of our talent than we ask of ourselves. And we would no more want to have a show on our radio network that's also on television any more than you would want to have an article in BROADCASTING magazine that also ran in *Variety*, the identical article. It's as simple as that.

Q: We can understand that language. How are you getting along with the reps?

A: Well, I would hope that the reps are our friends. We feel friendly toward them. We're competitors as all media are in competition for the advertiser's dollar. But I have a very high regard for the reps. I certainly believe that we understand the representatives' problems and the nature of their business better than anyone else in the network business, having had recent first-hand experience in that regard.

Q: Not long ago you instituted a series of meetings with a number of representatives. Would you tell us about that?

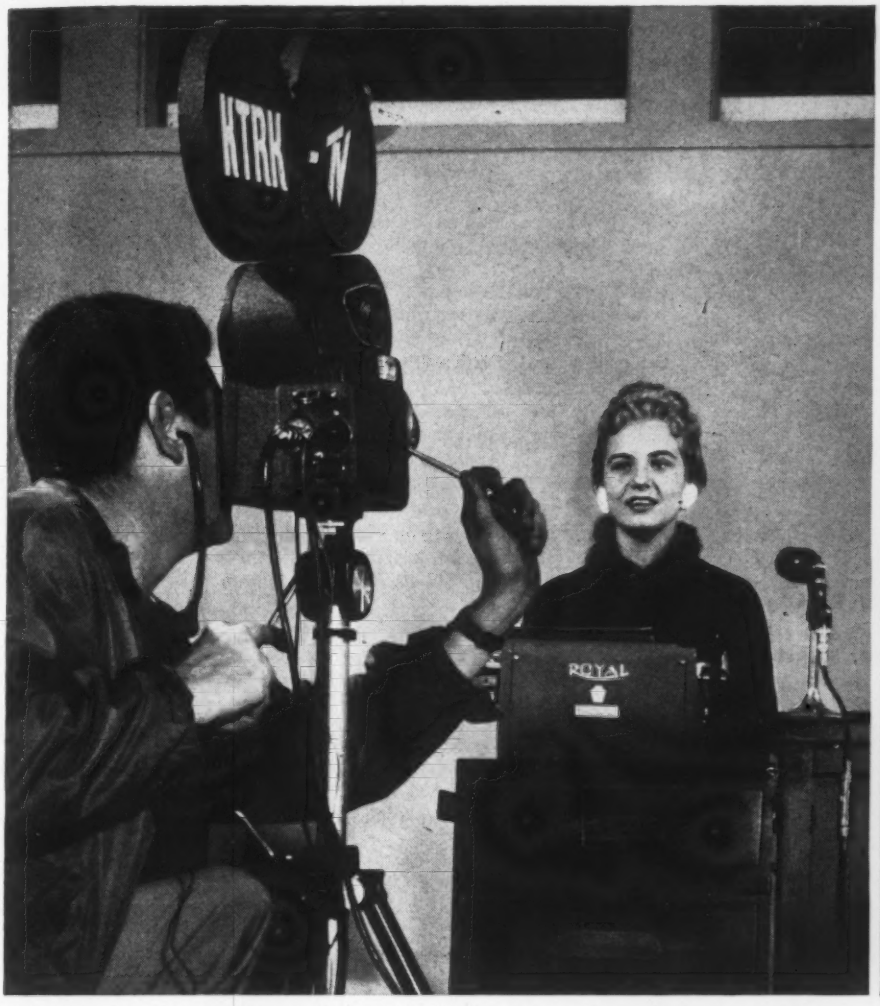
A: The main reason for that meeting with the representatives was so that they would understand what our objectives are. We wanted them to know that even though we are in competition, it's going to be clean competition and fair competition, that we aren't going to operate on the basis of cut-rates or trick deals, that everything's going to be open and above board. We're going to sell clean and hard. We wanted the reps also to know that we believe the creative programming we're doing is going to add values to the overall broadcasting industry, and the creative selling that we're going to do, tieing into that programming, will add values not only to us but to them and the station as well.

Q: How many meetings have you held?

A: About four or five.

Q: Are you going to hold more?

A: Yes. We've lost track of it a little bit in the last few weeks,



Chief Photographer Jim Whisenant of station KTRK-TV, Houston, Texas, shown above behind the newsreel camera, uses nothing but Du Pont film for all news and feature programs. Here he films Miss Sharon Sims for the introduction of a special feature.

Bill Gatlin, Du Pont technical representative, watches over Jim Whisenant's shoulder as he edits a feature film.

From camera to TV screen in 30 minutes— with Du Pont Type 931 film

Du Pont Type 931 film is used exclusively for the 8000 feet of news and feature work done each month at station KTRK-TV, Houston, Texas. Chief Photographer Jim Whisenant tells why:

"By taking advantage of the inherent ease and speed of processing Du Pont 931, we can film local news events up to half an hour before air time. In one case, we finished shooting at 5:30 p.m., drove 12 miles back to the studio, had the film processed and on the air at 6:03 p.m.

"Virtually all our work is done with available light. We have been able to 'push' 931 film to well above 250 ASA, and while there is a small amount of grain at the extremely high levels, it is not objectionable for television transmission. This ability to rate film so high gives us many shots that we couldn't normally get—and that means better news coverage, of course."

Jim Whisenant develops Du Pont Type 931 as a negative, and polarity is switched in transmission to produce a positive image. Jim finds he can process the film in about 10 minutes. "It's in the drying that we really save time," he says. "Du Pont Type 931 dries in less than half the time of any film I ever used before. All in all, we couldn't ask for a better news film."

Want more information? Ask the Du Pont Sales Office nearest you, or write to Du Pont, Photo Products Dept., Wilmington 98, Del. In Canada, Du Pont Company of Canada (1956) Limited, Toronto.

DU PONT MOTION PICTURE FILM

SALES OFFICES

Atlanta 8, Ga. . . . . 805 Peachtree Bldg.
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Cleveland 16, Ohio . . . 20950 Center Ridge Road
Dallas 7, Texas . . . . . 1628 Oak Lawn Avenue
Los Angeles 38, Calif., 7051 Santa Monica Blvd.
New York 11, N. Y. . . . . 248 West 18th Street
Phila., Pa. . . . 308 E. Lancaster Ave., Wynnewood
Export . . . . Nemours Bldg., Wilmington 98, Del.

DU PONT
REG. U. S. PAT. OFF.
BETTER THINGS FOR BETTER LIVING
. . . THROUGH CHEMISTRY

because we've been so busy listening to tapes and working on getting our shows set.

Q: What type of reaction have you obtained?

A: A very friendly reaction, I believe. It's difficult to tell, but we realize that the representatives are an important part of the broadcast industry, and we want them and everybody else in that industry, other networks as well, to know what we're trying to do.

Q: Going back just a minute to affiliate relations, do you have any sort of plan for revisions in the present affiliation contracts?

A: No.

Q: How about in station compensation? I think in one of your speeches you sort of intimated——

A: Well, station compensation is the most complicated and misunderstood thing, I think, in network broadcasting. Let me just quickly try to tell you our point of view on that. Station compensation is the sum total of a lot of things. It has to be the values, all the values involved. The values in programming, the values in the degree of difference that the network gives that station so that it can stand out in its community, the values of services that the network can provide a station with in the way of help, counsel, advice, news material, a wide variety of different things. These would have to be things in addition to money, because at present station compensation levels in dollars are ridiculous. The solution to it is, in my mind, a relatively simple one, but it takes time and a lot of hard work and creative effort. The solution is to increase the values of showmanship and in programming, to increase the values to the station in being interested in their welfare, not to invade the times most valuable to those stations, such as the early morning and the late afternoon, which we will not do. Network must develop a product of quality and sell up to that quality at a price that will permit stations to make some money from network broadcasting.

Q: In other words, if the programming—and we assume it will be—is successful, rates probably would be revised, the network rates. Is that right?

A: Correct. We fully expect that we will have our network shows sold out fairly quickly, because we're going to limit the number of advertisers we can take. We're limited because of product protection in the number we can take, and once we're sold, that's it.

Q: If it is all sold out, all of this will be in network option time?

A: I believe it will be. We haven't even got into the matter of network option time. What we have endeavored to do in our programming is to stick with the time we are programming in the morning and seek out those times in the afternoon and evening that interfer least with the times of greatest value to the stations. We've felt we can tackle the tough times and give the stations' programming a value in those times which will complement their programming in the easier time periods.

Q: Do you think that some stations maybe would prefer to have a greater volume of network programming from you? That is that they would prefer not to program from 4-5 p.m. themselves or to have you programming not just from 7-9 at night, but would like you to run on from 9 until midnight?

A: There could be some that would feel that way, but I believe the majority of stations want to program their own 4-6 time period and their own 11-1 time period. It is altogether possible that we might develop a show from 9-11 p.m. in the future. We feel that we have to sell the desirability of our programming to the stations affiliated with us and the acceptance or rejection of the programming depends upon the stations' appreciation of the values involved and especially the long-range values.

We're in a shakedown now. Radio goes in cycles, and it changes fast. We've seen it change very rapidly in the past few years. Just like rock and roll is changing and musical tastes change, this thing will swing in different directions. We're basing our present plans, expenditures and projections on the fact that what we're doing is of long-range value.

Q: Are you also basing this on some research that was done by the network independently?

A: It's based on probably the most extensive study that's ever been made of programming: in watching all of the research at the local level of stations throughout the country—Pulse, Hooper, Nielsen—and watching the effect of different program types, seeing the necessity for good musical programming. We've seen many markets, for instance, where a station is the leading independent and doing a good job. Somebody else comes in and does a better job and cuts it in half, then moves into first position. And somebody else comes along and says, "We might as well join them," and does the same thing and then cuts them in half, adding very little to the total listenership in the market. But audience preference is changing very rapidly, so that when we do live programming, we're adding permanent values to the program structure within the market.

Q: Popular music also, it should seem to me, changes quite rapidly. Does this mean you'll also have a research program continuing on types of music?

A: We'll alter our music policy to keep it up to date. We're a mass medium, and we want to provide people with what they mostly want to hear and if it's popular music they mostly want to hear, that's what we're going to give them.

Q: The strange thing in your programming is that all your personalities are similar types. I mean Merv Griffin is a very young Don McNeill.

A: Right.

Q: And you are not in any of this trying to get so-called stand-up comics. The personality type boy is almost exactly the same in all of the programs, give or take a little here and there.

A: That's right. We want young, enthusiastic—that's a word I haven't used before today—but I think enthusiasm is the most important part of it. We want enthusiasm in our personalities, who believe in what they're doing, and this is reflected in more youthful people.

Q: Well, I wasn't referring to the youthful people. I mean there are stand-up comics who are youthful, too, the younger type. But you're not getting that at all. You're not being funny. You're not trying to have a funny boy, the Garry Moore type.

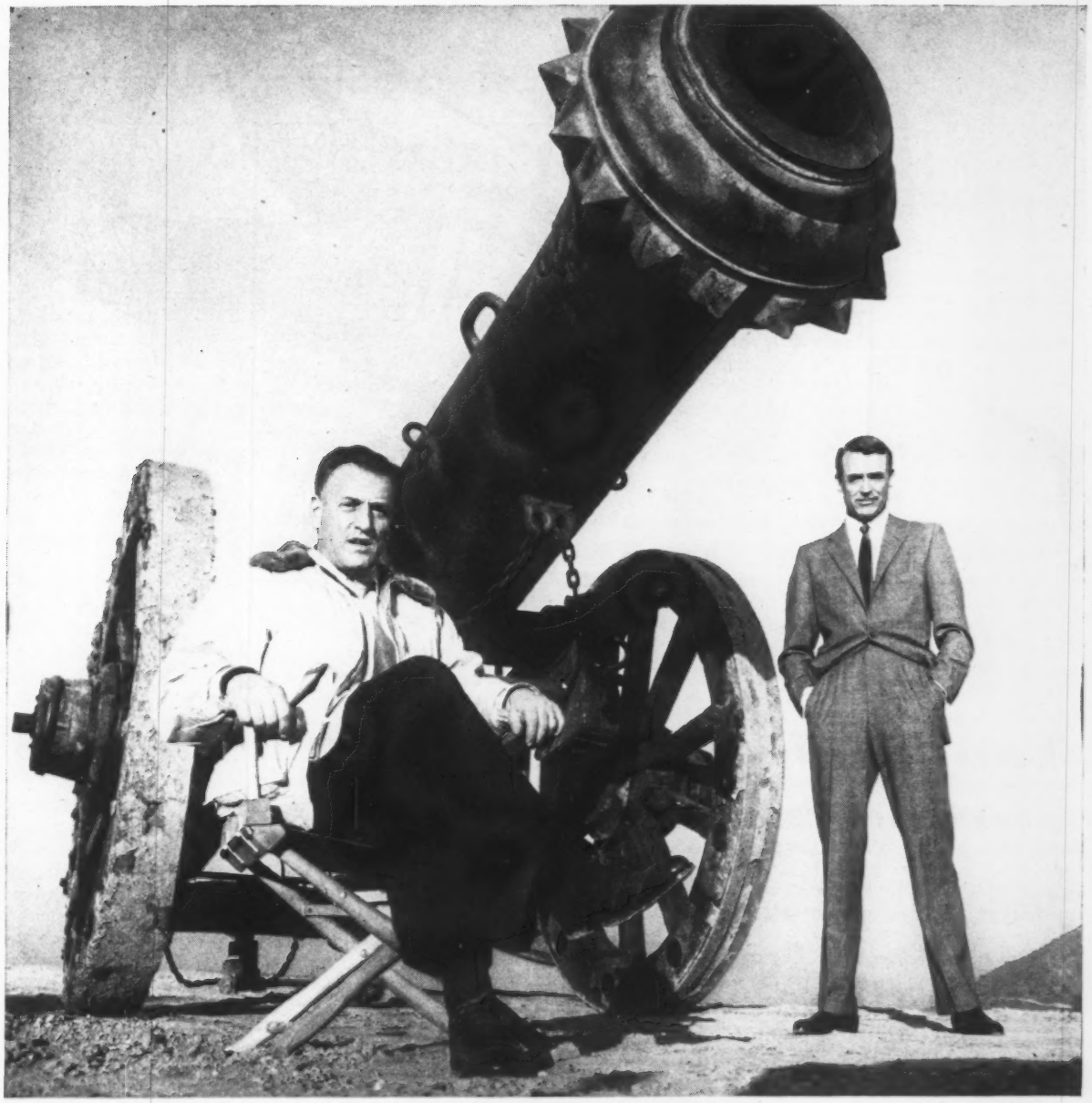
A: No.

Q: It's a trend. I see what you're trying to do.

A: And we want a similarity. We want them to be somewhat alike, just as you take a good sales staff and you look at that sales staff and there is a certain similar quality among all the men. In our live programs there will be a contiguity of music, personality, enthusiasm and sparkle which will make them recognizable as from the same family.

Q: You just mentioned something about similarity of sales staff. Incidentally, is your network going to increase its sales staff in anticipation of——

A: Very definitely. We currently have eight men in New York. Our immediate projection is to increase it to 15 men, and maybe we'll have as many as 50 men in the future. One of the great shortcomings of networks has been bad selling, understaffing in salesmanship. The *New York Daily News* has, I understand, 78 salesmen. Why should we have eight men? The Frederic Ziv Co. has about 80 salesmen. With the right product, we must be getting around to everybody and seeing them and selling it.



Stanley Kramer, Producer-Director, and star Cary Grant tell why:

"This shot will be heard around the world!"

"To shoot 'The Pride and the Passion' in Vista Vision and Technicolor – on location in Spain – was an enormous job. We lugged this 40-foot cannon over mountains – with the help of Frank Sinatra, Sophia Loren, and thousands of extras!

"It was tough work and a tough shooting schedule to meet United Artists' release date for the film!

"Without Air Express, we couldn't make it.

"We count on Air Express to pick up the cans of film in New York, rush them to Hollywood for processing and cutting, fly them back for top executive screening.

"Then Air Express beats the release date by delivering hundreds of prints throughout the U. S. They speed up ground time with radio-controlled trucks – and even 'keep an eye on' all the shipments with their private teletype system!

"Surprising to me, with all this service, most of our shipments cost less than any other complete air service. 20 lbs., for instance, Hollywood, California, to Salt Lake City, Utah, is $5.56. It's the lowest-priced complete service by $1.94."

Air Express

30 YEARS OF GETTING THERE FIRST *via U. S. Scheduled Airlines*

CALL AIR EXPRESS . . . *division of* **RAILWAY EXPRESS AGENCY**

You Might Score A "Grand Slam" In Golf—*

BUT . . . *YOU NEED WKZO RADIO TO BREAK PAR IN KALAMAZOO-BATTLE CREEK AND GREATER WESTERN MICHIGAN!*

NIELSEN NCS NO. 2
NOVEMBER, 1956

Station	Radio Homes In Area	Monthly Homes Reached	DAYTIME Weekly NCS Circ.	DAYTIME Daily NCS Circ.
WKZO	**208,450**	**107,490**	**95,520**	**67,470**
B	106,570	43,420	38,670	25,630

You just can't cover Western Michigan without WKZO . . . because WKZO gets the lion's share of the audience morning, noon, and night. It delivers over 2½ times as many radio homes as the next station, according to Nielsen, and has almost *twice* the share of audience, according to Pulse.

November, 1956 Nielsen figures at the left show that WKZO delivers 56% more homes *daily* than the second station can deliver *monthly!*

Let your Avery-Knodel man give you the whole story.

AM – TV – FM

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS

WKZO

CBS Radio for Kalamazoo-Battle Creek and Greater Western Michigan

Avery-Knodel, Inc., Exclusive National Representatives

** In 1930, Bobby Jones won the U. S. Open, U. S. Amateur, British Open, and British Amateur.*

MONDAY MEMO

from **LEE RANDON,** *manager, radio-television, Henri, Hurst & McDonald*

PURSE SIZE IS NOT THE CRITERION OF SUCCESS IN NETWORK TV

When I see an article bemoaning the fact that network tv has become too expensive for the smaller advertiser, I give it a quick rundown and turn the page. Why? First, because they all seem to say the same thing. Second, we at Henri, Hurst & McDonald have been buying small budget as well as big time network tv for years, and making it pay off.

Does this mean those articles I mentioned are wrong? By no means. The only trouble is that when you read that network tv is pricing itself out of the market, you can be sure that the writer is speaking only of the big shows in prime time. But network tv is a lot more than just three prime hours each evening. Not all networks at all hours of the day, of course, but enough to give sufficiently broad choice. And you can do a campaign for the $200,000 or so that a single prime time show would cost. You're not sharing the lofty heights with the giant corporations, but you're selling merchandise, and that's the basic reason why we buy tv.

How do we make small budget tv work for our clients? We start with a basic concept. When a client allots $250,000 or less for network tv, we make it pay off by allotting network its proper role, a hard-hitting, integrated short term campaign or promotion. The key word, of course, is "integrated." Network tv takes its place in the overall campaign, adding extra impact to basic schedule, providing a source of merchandising no other medium can equal.

Here's one example: we were given $100,000 for a network promotion for a small appliance. Our analysis showed the need for a personal sell to both men and women. The logical combination of these two was Dave Garroway on NBC's *Today*. We bought ten participations, one per week, beginning in October. But the campaign itself began two months earlier. The initial step was writing and producing an eight-minute sales kine starring Dave. This was first shown to the client's executives and sales staff to build their enthusiasm.

They, in turn, with the aid of NBC's merchandising staff, took the film and a special merchandising plan to their distributors. The gimmick in this plan was an opportunity for dealers to tie in locally at the end of the network commercial. Dealer sales rose almost instantly. At the end of the year sales had increased 10% while competition declined 20%.

THE FORMULA APPLIES TO ALL TYPES OF PRODUCTS

Switching from small appliances to refrigerators and freezers brought a new problem, a client who had never been in television before, and would allocate only $150,000 as a test. Again, a participating show, NBC-TV's *Home*, was our choice for maximum coverage plus the strong personal sell of Arlene Francis. Here, too, we buttressed the air show with a complete merchandising package, a sales kine starring Arlene, point-of-sale material featuring *Home*, special promotional material built around the new campaign. I wish we could point to a record number of sales attributable directly to *Home*. We can't of course. But we did get interesting reaction from dealers. The majority were happy that this client was back into national advertising. And this after years in national magazines!

Now let's go under that $100,000 mark. A manufacturer of soft goods wanted a push for his junior line. With the less than $100,000 allotted to tv, we did some careful planning. Here again, the answer was a series of participations in *Home* with commercials by Arlene Francis, and a complete merchandising package to arouse dealer interest. The result was so satisfactory that when the client incorporated a new men's item into the line, management accepted our recommendation to use a small schedule of participations in *Home* as the spearhead of the campaign.

Perhaps you noticed my examples have been built around participating programs. This is not a paid political announcement for NBC-TV. At the time, however, each of these participating shows offered the right combination of network exposure plus the potent personal salesmanship of the star and a budget-fitting price. The ratings were not world beaters, but neither dealers nor the public seemed to notice.

TIMING IS ALL-IMPORTANT TO THE CAMPAIGN

While we're on wearing apparel, you might be interested in children's shoes. While a prime competitor has spent a million or more each year on several network children's shows, our client keeps its tv budget under $250,000. To make maximum use of this budget, we keep our campaigns down to two each year, pre-Easter and back-to-school. For three years, this bought two 13-week series of participations in the *Pinky Lee Show* on NBC-TV. Results? Dealers reported that children were steering mothers into "Pinky Lee shoe stores." Pinky's picture in the window meant thousands of dollars of extra sales.

When Pinky went off the air, we bought into *The Mickey Mouse Club*, again on a spring and fall pattern. With carefully tailored commercials built around a clown theme, this fine show is continuing to do a job. And the price is still under $250,000 per year, the average cost of a single hour spectacular.

Now don't get me wrong. I like sizeable budgets. I quiver with excitement when I can sign a $4 million contract. But if a client decides he can allot only a small portion of his budget to tv, and we feel that money will be best spent on network, we know there are vehicles available to do a good job on any of the three networks. Ratings and cost per thousand may influence but do not determine the buy. In a short term campaign, a qualitative rather than quantitative analysis is needed. Penetration and impact are key factors.

The proper show with the right commercials can sell a lot of merchandise, provided this type of television is part of a campaign or specific promotion, and provided, too, that we milk every possible benefit from this tv effort by merchandising it to the fullest.

Lee Randon; b. Philadelphia; graduate of Temple U., in junior year becoming interested in radio writing, producing and acting. Joined WPEN Philadelphia as production manager, then free lanced until going to WBBM Chicago as sound effects man. After four years military service joined WLIB New York as program director and wrote for such radio shows as Lone Ranger, Green Hornet *and* Nick Carter. *Returning to Chicago, he became tv copywriter at Ruthrauff & Ryan. In 1951, he moved to Henri, Hurst & McDonald as film director and became manager of radio-tv in 1956.*

Intangible Evidence

WE CAN'T HELP thinking that the Internal Revenue Service acted on inadequate information when it ruled three weeks ago that television station buyers can't take tax deductions for depreciation of network affiliation contracts and advertising contracts with local and national spot advertisers.

In essence the revenue people decided that a station buyer cannot claim depreciation of a network affiliation contract which he acquires with the station because such a contract is an intangible asset of unlimited life. The IRS ruling interpreted the television network structure to be stable, with most if not all primary affiliations permanently cemented in place.

Local and national spot advertising contracts are reasonably stable, too, the revenue service ruled, because "advertisers want their programs and spot announcements associated with and adjacent to the more popular network programs." A "substantial portion" of non-network advertising "is usually renewed by the advertisers in the ordinary course of business." Hence, the revenue service ruled, local and spot contracts constitute goodwill and as such are not depreciable.

At this point, we begin to wonder whether the television business which we have been studying and writing about for all the years there has been a television business is the same one the Internal Revenue Service studied in reaching its decision.

To be sure, many well-established vhf stations in many major markets have held the same primary network affiliation for years, but there are others which have lost their service, and, indeed, for none is there any guarantee of permanent arrangements. If the Internal Revenue Service could prove that a network affiliation has unlimited life, a lot of broadcasters would sleep better.

Similarly, station salesmen and national representatives will be surprised to learn that local and spot business automatically renews itself. This discovery suggests that the vigorous and expensive sales efforts of tv stations are really quite unnecessary. If the IRS is to be believed, the only sales device that a station needs is an open transom and the only sales personnel, clerks to record orders. In the courts, to which the IRS ruling must inevitably be appealed, there will be a chance for broadcasters to present a more realistic version of their affairs than the IRS ruling depicted.

State of the (Broadcast) Nation

ORDINARILY, an address by a member of the FCC is not an event of great moment. Usually the official expresses a personal opinion without committing his colleagues. Then he is likely to recite the niceties about the big job broadcasters are doing, their tremendous responsibilities as franchise-holders of a hunk of public domain, and the tremendous work-load of the FCC, of which broadcasting is only an infinitesimal part.

Last Thursday, the FCC's new chairman, John C. Doerfer, departed from the norm. He kicked off the new season for the Radio and Television Executives Society in New York. He delivered a "State of the Broadcast Nation" speech.

Whether or not you agree with him (and we certainly do not on all counts), Mr. Doerfer was forthright and lucid. There wasn't a cliche in the text. He committed himself to a timetable on important issues. He spoke out against those provisions of the law which inhibit free competition and nailed the "armchair free enterpriser" who likes competition for everyone except himself.

Broadcasters seeking light on subscription tv, both kinds, may not derive solace from Mr. Doerfer's expressions. But he did not evade the issues, even though he must realize he is inviting retaliation from members of Congress who already have asserted that the FCC should not act without prior congressional guidance.

Some commissioners, he said, favor experimentation upon a "meaningful but controllable basis" for on-the-air toll-tv, without endangering free tv. How this can be reconciled with the recorded expressions of telecasters that subscription tv will spell the eventual death of free tv, and that experimentation, once started is impossible to stop is just one of the many imponderables posed in the FCC's consideration of the problem without congressional guidance. Mr. Doerfer nevertheless says the FCC will act "in a matter of a few weeks." We think the Commission would be well-advised to wait the additional "few weeks" until Congress convenes in January.

"Okay, now that we've signed up for our one ID every week, let's talk about some aggressive merchandising, promotion and publicity!"

Drawn for BROADCASTING•TELECASTING by Sid Hix from an idea by Dallas Wyant, promotion manager, KOB-AM-TV Albuquerque, N. M.

On wired subscription tv, Mr. Doerfer tells a story we believe most broadcasters will applaud. If it's successful, he predicts it will be government-regulated, and like public utilities, will be subjected to rate regulation, limitation on earnings and even depreciation and accounting control. There will be no "huge profits" in wired tv, Mr. Doerfer says, and he speaks from experience, not only as a member of the FCC these past few years, but as the former chairman of the Wisconsin Public Service Commission.

Mr. Doerfer covered other important issues in his address. His speech was timely. Broadcasters and the public alike are given a road-map for the regulatory year ahead, where the FCC is involved.

We think the "State of the Nation" address by the chairman of the FCC before an appropriate forum should be an annual event at the opening of the new "season." We hope Chairman Doerfer and his successors will make it a tradition.

Grown Up at 10

GOING now into its tenth fall season as a really commercial medium, television can count itself a man.

Its prospects are bright. All signs point to the coming year being the best it has ever had. Yet it has reached a point of development where only the unrealistically optimistic would look for further gains of the magnitude it has had in the past. No business can go on doubling its revenue forever.

Television's nighttime sales outlook, as has been pointed out before, is solid—though not yet solidly sold out. Competing media have had a field day calling attention to the nighttime periods still remaining for sale by the networks, conveniently forgetting that overall sales are far ahead of last year. Advertisers clearly are moving a bit more cautiously now—in all media—but there is no good reason to believe that any desirable evening periods will remain unsold when the season gets into swing.

The daytime picture in television is brighter than ever. It's still short of the sales position enjoyed by nighttime television, but there can be no question that it's moving in the right direction.

Except for some of the more knowledgeable ones, advertisers were slow to get into daytime tv. But those who made the plunge found its sales results exhilarating, and others followed suit. The daytime lineup for fall makes clear that the process is continuing and suggests that, if there is no let-up in imaginative salesmanship, the pace from here on should be swifter.

Taking day and night together, there's no getting around the fact that television is the medium that attracts more national advertising dollars than any other. There can be no question that it will remain No. 1 in advertiser investments, or that the dollars spent in television in 1957-58 will exceed those spent in 1956-57—no inconsequential accomplishment for a 10-year-old.

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SURVEY RESULTS ARE COMPLETE:

KSTP Radio is FIRST with Twin City Housewives!

In July, 1957, a telephone survey of Twin City housewives was conducted by Research Associates, an independent St. Paul organization. Randomly selected calls were made to 508 homes in Minneapolis and St. Paul—proportionate to the number of telephone subscribers in the two areas.

The replies of 388 housewives to the question "What radio stations do you regularly listen to" were analyzed by Research Associates under the direction of Dr. Roy Francis, Professor of Sociology and author of several articles and text books on scientific research methods and statistical inference.

HERE ARE THE RESULTS:

33.5% chose KSTP
30.5% chose Station B
23.2% chose Station C

Clearly, Twin City housewives prefer KSTP over all other radio stations in the area!

For further information on "The Northwest's QUALITY Station" —your *best* buy in the market—contact a KSTP representative or your nearest Petry office today!

KSTP Radio
50,000 WATTS
MINNEAPOLIS • ST. PAUL *Basic NBC Affiliate*
"The Northwest's *QUALITY* Station"
Represented by Edward Petry & Co., Inc.